

Call for Application:	Promotional Videos and Success Stories Design
Duty Station:	Belgrade, Republic of Serbia
Duration:	March – August 31, 2021 [with the possibility of extension]
Application deadline:	09 March 2021

Background

The Roma Education Fund (REF) is an international foundation established in 2005 dedicated to closing the gap in educational outcomes between Roma and non-Roma. With an active and growing network of the representative offices across Central, Eastern, South Eastern Europe and Turkey, REF supports policies and programs which ensure quality education for Roma through scholarships, grant making and advocacy activities.

The objectives of REF include:

- Expanding Romani children's access to quality early childhood education and care.
- Improving primary education outcomes for Romani children aged six to fourteen.
- Boosting academic performance and graduation rates from secondary education for Romani pupils.
- Supporting access to tertiary education, improving graduation levels, and strengthening identity of Romani university students.
- Expanding employment opportunities for young Romani adults.

Objective

The aim is to design and produce promotional video material about REF Serbia intervention as well as produce success stories of the project's beneficiaries on their path from education to employment and reflect REF support provided during COVID-19 outbreak. Once developed, materials will require promotion on the national level pursuant to the REF visibility guidelines.

Duties and responsibilities

The Consultant/Company under direct supervision of the Program Manager and Communication Officer is expected to undertake the following tasks:

- 1. Design and production of REF promotional video material [success stories]**
 - Remote filming with professional equipment.
 - Filming success stories in accordance with REF visibility guidelines
 - Design and finalization of REF promotional videos.
 - One promotional content shall last between 3-5 minutes.
- 2. Design and production of 4 (four) specific REF promotional material**
 - Remote filming with professional equipment.
 - Filming 3 (three) candidates per one promotional video.
 - Design and finalization of four REF promotional pillars in accordance with REF visibility guidelines
 - One promotional content shall last between 3-5 minutes.
- 3. REF intervention in COVID-19 environment: lessons learned and examples of good practices**
 - Compile video content received from partners from the field

- Design one promotional quality video content which will be shared in the regional events.
- One promotional content shall last between 3-5 minutes.

4. Digital Communication and Marketing

- Update social media sites (Facebook, Twitter, Instagram, LinkedIn, YouTube) such as posting and content development.

Deliverables

The Consultant/Company is expected to deliver the following:

- 12 high quality promotional video materials.
- 4 specific video materials showing REF Serbia success stories.
- 1 promotional video showing REF intervention in COVID-19 pandemic environment.

The success stories shall reflect community efforts undertaken to enable smooth transition from education to employment.

Required qualifications:

- At least two years of experience in digital and video production.
- Proven experience with similar projects is highly desirable.
- Knowledge and understanding of local and global landscape and trends.
- Fluency in both written and spoken English and Serbian.
- Marketing and Visibility experience.
- Previous experience with CSO or Roma organizations is highly desirable.

Application process

Required application documents:

- Extract from the Serbian Business Registers Agency.
- List of employees along with their education degree level (CVs).
- Portfolio (national and multinational experience essential).
- Financial offer in EUR [please name financial specifications for all deliverables stated in the call].

Selection criteria

- Quality of services offered: 50%
- Sustainable business environment and meeting the REF objectives: 20%
- Price: 30%
- Compliance with technical and management requirements.
- Submitting the full required documentation within the stated deadlines.

REF maintains the right to select one, more or none of the submitted proposals – following the proposal compliance with the required conditions. Application must be in English and submitted at the latest on 9 March 2021 to the following email address: jbojic@romaeducationfund.org. Please include in the subject line “Call for Applications: Promotional Videos and Success Stories Design”.

Applicants are encouraged to submit suggestions of any other benefits or content they can offer related to this Call. In case this increases the price of a service, applicant is obliged to offer relevant explanation. Roma Education Fund is an equal opportunities employer.