



TERMS OF REFERENCE

Mission:	Video Documentation of the Swiss Cooperation Programme
Place of Mission:	Zimbabwe
Duration:	June – August 2025

1. Background

The Swiss Cooperation Programme Zimbabwe 2023–2026 aims to improve the well-being of communities and reduce vulnerabilities to climate change and socio-economic shocks. The programme operates across four key domains:

- a) **Inclusive and sustainable growth and employment**, focusing on agriculture, entrepreneurship, and youth employment.
- b) **Health and social protection**, focusing on improving systems and access.
- c) **Climate change adaptation and disaster risk reduction**, enhancing community resilience in rural areas.
- d) **Governance and citizen participation**, supporting democratic practices, transparency, and accountability.

This consultancy seeks to visually document the impacts of these interventions and bring forward the human stories at the heart of Switzerland's development cooperation in Zimbabwe.

2. Objectives

The Embassy of Switzerland in Zimbabwe is seeking a creative and experienced videographer to produce a compelling series of short videos that highlight the development projects supported by Switzerland. These videos should reflect a modern, edgy, and engaging style designed to appeal to a young audience in both Africa and Europe.

Specific objectives include:

- a) To produce six short, high-quality videos:
 - i. One main video (max. 5 minutes) covering all programme components.
 - ii. Five thematic videos (approx. 2 minutes each) highlighting specific programme domains.
- b) To centre the stories of Zimbabwean individuals and communities impacted by the programme.
- c) To showcase Switzerland's support (both direct and indirect) in a human-centred narrative.
- d) To use an offbeat, humorous, unconventional approach that challenges stereotypes in development cooperation (See inspirational examples under Section 10).
- e) To ensure the content is visually dynamic, authentic, and highly shareable across social media platforms.

3. Accountability

The videographer will report to the Head of Cooperation at the Embassy of Switzerland in Zimbabwe.

4. Duties and Responsibilities

The selected videographer will be responsible for:

- a) Developing a creative concept and script/storyboard in consultation with the Embassy.
- b) Coordinating with the Embassy to organize field visits to selected project sites across Zimbabwe.
- c) Filming on-location interviews and b-roll, capturing authentic personal stories.
- d) Producing six fully edited videos in the agreed format and duration, including subtitles and Embassy branding elements.
- e) Incorporating feedback from Embassy partners and stakeholders at draft stages and delivering final approved versions in broadcast and social media-ready formats (.mp4, YouTube-ready, etc.).

5. Qualifications and Experience

The ideal candidate will have:

- a) Proven experience producing modern, engaging video content (preferably for development or humanitarian contexts).
- b) A portfolio that demonstrates creativity, originality, and appeal to young audiences.
- c) Strong visual storytelling skills, with an eye for humour, nuance, and human emotion.
- d) Capacity to work independently and flexibly, including travel across Zimbabwe.
- e) Excellent communication and interpersonal skills.

6. Financial Proposal

Interested videographers must submit a detailed financial proposal, including:

- a) Professional fees (daily or project-based rate).
- b) Production costs (equipment, editing software, sound, etc.).
- c) Travel and accommodation costs, which must align with the officially approved rates of the Government of Switzerland (guidelines will be provided).
- d) Contingency or miscellaneous expenses, if any.

The total budget must be presented in **USD**, and clearly broken down by cost category. **Value for money** and **cost-efficiency** will be key considerations in the evaluation process.

7. Application process

Interested candidates are invited to submit the following:

- A **cover letter** outlining their approach to the project, relevant experience, and why they are the ideal candidate.

- A **portfolio of previous work**, highlighting projects that demonstrate creativity and modern video production.
- A detailed **budget proposal**, including all anticipated costs – travel and accommodation will be guided by the officially approved rates by the Government of Switzerland.
- **Contact information** for at least two professional references who can attest to the candidate's skills and experience.

8. Evaluation criteria

Each proposal will be first assessed on its technical merits. A maximum of 70 points is allocated to the technical proposal, and a further 30 points for the price component, with a maximum possible score of 100 points. Technical proposals will be evaluated based on a desk review. Embassy of Switzerland evaluators will read technical proposals and assess the quality of portfolios and submitted profiles. Scores from the desk review will be allocated according to the table below:

Item	Technical Evaluation Criteria	Max. Points
1	Overall concord between cover letter and ToR requirements	10
2	The proposed approach to the project, including how the videographer plans to make the videos modern, offbeat, and edgy.	20
3	Relevance and quality of previous work, with a focus on creativity and originality.	30
4	References and professional reputation, with an emphasis on reliability and past performance.	10
5	Budget feasibility and transparency.	30

9. Submission of detailed proposal

Interested applicants should submit the following by 23 May 2025, COB:

- A cover letter outlining their proposed approach, creative vision, and relevant experience.
- A portfolio of recent, relevant work (including links to videos).
- A detailed budget as per section 6 above.
- Contact information for two professional references.

Proposals must be sent by email to: belindanitah.tarugarira@eda.admin.ch with the subject: “**Offer for Videographer 2025**”.

Shortlisted candidates may be invited for an interview or to present their concept in more detail.

10. Inspirational References

- Radi-Aid campaign: The [videos](https://www.radiaid.com/) (https://www.radiaid.com/) and the [Social Media checklist](https://www.radiaid.com/social-media-guide) (https://www.radiaid.com/social-media-guide)
- The Jackal & Action Aid campaign: [The Ultimate Humanitarian Campaign](https://youtu.be/gbWc8WtYpcc?si=CecnWFRpd4gsfNLF) (https://youtu.be/gbWc8WtYpcc?si=CecnWFRpd4gsfNLF) and the [What-aboutism](https://youtu.be/0P0i-8_mdZ8?si=sg8D4-vvhFNdNSXF) (https://youtu.be/0P0i-8_mdZ8?si=sg8D4-vvhFNdNSXF)