



## Letter of Invitation

Learn to Discern (L2D) project, with the support of the British Embassy in Kyiv, invites you to submit a proposal to this Request for Proposal (RFP) for **the Video Production Consultant** to oversee cooperation between the Ministry of Culture and Information Policy and IREX to support efforts to raise awareness of the importance of critical thinking and media literacy and provide various opportunities for Ukrainians countrywide to develop and practice critical information engagement skills.

This RFP includes the following components:

- A. Statement of Work.
- B. Instructions to Applicants.
- C. Evaluation of Proposals.

**Please submit all the proposal components by email to [tender-ua@irex.org](mailto:tender-ua@irex.org), with the subject line: "Video Production Consultant, Learn to Discern" no later than 15 September 2022 at 6:00 PM.** All candidates will be informed of the selection results by 30 September 2022.

We look forward to receiving your application.



## Request for Proposals (RFP) for the Video Production Consultant

<b>Procurement Notice Title</b>	RFP #FY23-09-01, L2D
<b>Starting Date</b>	Upon contract signature date.
<b>Duration</b>	Contract signature date – 31 <sup>st</sup> January 2023
<b>Location</b>	Kyiv, Ukraine (Due to the security situation, it is not required that the consultant be located physically in Kyiv, however IREX reserves the right to determine that the position will be based in Kyiv at a later date.)
<b>Eligible Contractors</b>	The applicant may be registered as a private entrepreneur (PE) or be ready to register as a PE in case of selection.
<b>Proposal Due Date</b>	15 September 2022 at 18:00 pm (Local Time, Ukraine)

### **A. Statement of Work**

#### **Purpose:**

L2D is seeking **the Video Production Consultant** who will provide services to the Ministry of Culture and Information Policy – the primary recipient of the provided services; whereas IREX acts as the agency that orders and co-controls delivery of services and payments. S/he will collaborate closely with other members of the Ministry's project team and contribute to content creation for a social media account (TikTok) of the National Media Literacy Project Filter, maintaining its accuracy and completeness.

L2D aims to develop the skills of working with information in the target audiences (educators, civil servants, internally displaced persons (IDPs), public opinion leaders, volunteers) that will help them recognize manipulative information, counter disinformation, consciously consume information content and make informed decisions.

The National Media Literacy Project Filter is a national media literacy project of the Ministry of Culture and Information Policy of Ukraine. It was founded in April 2021 to unite the efforts of the state, NGOs, international organizations and media community to improve Ukrainians' media literacy. For more information about Filter you can visit its [online platform](#) and its social media accounts ([Facebook](#), [Instagram](#), [TikTok](#)).

It is expected that the Video Production Consultant will provide services for at least 20 hours/week. Due to the security situation, it is not required that the consultant be located physically in Kyiv, however IREX reserves the right to determine that the position will be based in Kyiv at a later date.



**The Video Production Consultant's tasks and expected deliverables include, but are not limited to:**

- monitoring trends of the social media (TikTok) of the National Media Literacy Project Filter;
- consulting on the ideas for the videos for the social media of the National Media Literacy Project Filter;
- producing and editing videos for the social media (TikTok, Instagram, Facebook) of the National Media Literacy Project Filter;
- communicating with the followers of the social media of the National Media Literacy Project Filter.
- providing additional consultations which are related to the maintenance of the Filter's social media accounts as requested.

**The Video Production Consultant's experience and qualification requirements:**

- University degree, preferably in Journalism, Graphic Design, Marketing or Social Sciences.
- A minimum of 2 years of experience in the field of media, communications, or marketing.
- Proven experience in content creation.
- Experience in making videos for social media platforms, preferably TikTok.
- Expertise in gathering, organizing, editing, and disseminating information; ability to work and analyse social media statistics.
- Excellent copywriting skills.
- Experience in creating social media strategies will be an asset.
- Experience in creating graphic materials and working with video scripts.
- Written and spoken fluency in Ukrainian language, good knowledge of English will be an advantage.

## **B. Instructions to Applicants**

### **Preparation of Proposals**

In preparing the Proposal, the Applicant is expected to examine the RFP in detail. Issuance of this RFP does not constitute a contract commitment between the Applicant and IREX. The Proposer shall bear all risks or costs, or expense related to the preparation and/or submission of the Proposal, regardless of the conduct or outcome of the procurement process. Further, IREX reserves the right to issue no contract resulting from this RFP.

The applicant is responsible for the timeliness and accuracy of submitted proposals. IREX may ask the applicant for additional information at IREX's discretion.



When submitting applications by email, make sure they are signed, sent in \*.pdf or \*.word format. All attached documents accompanying the proposal must be in .pdf or \*.word format and must not contain viruses or damage.

IREX requires participants to avoid conflicts of interest. In the case that applicants are found to be related parties, their proposals will be rejected. We are an equal opportunity employer with a commitment to diversity. All individuals, regardless of personal characteristics, are encouraged to apply.

If the number of potential applicants is fewer than three (3), this solicitation will be re-announced. IREX reserves the right to determine the selection.

Validity of the offer is 60 days. In exceptional cases, IREX may request a candidate to extend the validity of the proposal. In this case, the parties must confirm their consent in writing.

The Proposal shall be written in Ukrainian.

**Proposals shall include the following documents:**

1. CV, Portfolio, Motivation Letter.
2. Financial Proposal.
3. Any attachments and/or appendices (Optional).

**Short-listed candidates will be invited for an interview.**

**IREX will ask shortlisted candidates to provide a list of three (not less) references with full name, phone, email, and a short description of their relationship.**

**Please submit all the proposal components above by email to [tender-ua@irex.org](mailto:tender-ua@irex.org), with the subject line: "Video Production Consultant, Learn to Discern" no later than 15 September 2022 at 6:00 PM.**

Late proposals will be marked as "late." L2D reserves the right to accept and include late proposals in the review and contracting process when it is in the best interest of the program to do so and if the proposals that were received on time have not been opened and reviewed. Proposals that are submitted late or incomplete run the risk of not being considered for review.

Applicants may submit questions concerning this RFP via email to [mhalstian@irex.org](mailto:mhalstian@irex.org) before the deadline by 6:00 PM on September 9, 2022.



### **Part 1: CV, Portfolio, Motivation Letter**

Applicants must provide the following documents as attachments to establish their qualifications:

1. **CV with relevant experience and qualification requirements** (relevant education, professional qualifications, additional training, list of professional programs passed etc.).
2. **Portfolio** - describe the types of work performed, details of specialization, a list of clients who received the same services that are described in the announcement.
3. **Motivation letter** (up to 200 words in Ukrainian).

### **Part 2: Financial Proposal (Annex 1, Table 1).**

**The Financial Proposal must include the payment in USD GROSS for 1 hour of service provided. It is expected that the Video Production Consultant will be involved in provided services at least 20 hours/week. The candidate shall submit their offer by clearly filling in their hourly rate in Annex 1, Table 1. Financial Proposal.**

The currency of the tender offer is the US dollar. The payments will be made in UAH according to the official exchange rate of UAH to the US dollar set by the National Bank of Ukraine on the date of signing each transfer deed.

A contract will be concluded with the successful candidate.

Details on the amount, terms, and other terms of payment for the services of the Contractor are subject to agreement between the parties and will be reflected in the contract.

### **Part 3: Interview**

Short-listed candidates will be invited for an interview prior to final selection.

## **C. Evaluation of Proposals**



Evaluation Criteria	Maximum Score
<b>A. CV, Portfolio, Motivation Letter</b>	
<p>The CV, Portfolio, Motivation Letter are prepared following the RFP. Points are awarded based on:</p> <ul style="list-style-type: none"> <li>• CV indicates relevant experience and qualification requirements of the candidate (see “The Video Production Consultant’s experience and qualification requirements”).</li> <li>• The portfolio presents the relevant types of work performed, details of specialization, a list of clients who received the same services that are described in the announcement.</li> <li>• Motivation letter explains how and why the candidate best qualified to meet the stated requirements.</li> </ul>	<b>50 Points</b>
<b>B. Financial Proposal (Annex 1, Table 1)</b>	
<p>The financial proposal is prepared following the RFP. Points are awarded based on:</p> <ul style="list-style-type: none"> <li>• Financial Proposal is clear.</li> <li>• Financial Proposal is realistic and cost-effective for the delivery of services.</li> </ul>	<b>25 Points</b>
<b>C. Interview. Only for short-listed candidates</b>	
<p>During the Interview, the candidate demonstrates:</p> <ul style="list-style-type: none"> <li>• deep knowledge and experience in the field;</li> <li>• knowledge of social media analytic tools, operating with data;</li> <li>• skills in creating graphic materials and working with video scripts, basic web-design skills;</li> <li>• soft skills developed (excellent communication and analytical skills);</li> <li>• good understanding of current trends in media literacy;</li> </ul>	<b>25 Points</b>



<ul style="list-style-type: none"> <li>• written and spoken fluency in Ukrainian language including excellent copywriting skills.</li> </ul>	
<b>Total Possible Points</b>	<b>100 Points</b>

IREX will ask shortlisted candidates to provide a list of three (not less) references with full name, phone, email, a short description of their relationship and appreciate feedback from references about candidates.

The offered services will be considered and evaluated in accordance with the completeness of the proposal and its compliance with the requirements. The choice of a candidate will depend on whose proposal meets the requirements and evaluation criteria.







**Annex 1**  
**Table 1**

**Financial Proposal**  
**The Video Production Consultant**

Candidate's full name	
Hourly rate in USD GROSS proposed for services (USD/1 hour)	
Telephone	
E-mail	