

**Terms of Reference**  
**Junior Videographer/Editor/Content Producer**  
**24 July to 31 December 2023**

**1. Background**

PAHO/WHO's strategic plan provides a roadmap for building our reputation, visibility and influence as the foremost health organization of the Americas. The plan is built on a **vision** and **mission** for achieving integrated, innovative and impactful communications:

**Vision:** Growing audiences appreciate PAHO/WHO's transformative impact on public health and well-being in the Americas.

**Mission:** Evidential, emotive and exceptional communications increase awareness and support for PAHO efforts to improve health

To achieve the above, PAHO/WHO's relationships require effective communications to inform, persuade and engage stakeholders, partners and audiences in the intersecting arenas of public health and public opinion.

Today, the Internet, mobile technologies, and digital content are significantly changing both public health and public opinion. This means that PAHO/WHO needs to find new ways to communicate our information and stories to different audiences, especially through online media.

Our most powerful stories come from the field. Therefore, our communications should increasingly come from our country offices, health workers, and the communities they serve. The Director of PAHO/WHO believes that by telling these stories effectively, we can show the tremendous value of our work to Member States.

To stay ahead in communicating technical and non-technical health information and stories, the Communications Management Unit (CMU) is making communications a more strategic component of PAHO/WHO's work in public health.

Among the CMU's general objectives are:

- I. Clearly and confidently communicating PAHO/WHO's messages in the plans, projects, and products of different technical departments.
- II. Developing and sharing impactful stories for strategic purposes and specific audiences.
- III. Promoting campaigns, high-level meetings, and public events.

- IV. Utilizing social media platforms (such as Facebook, Twitter, and LinkedIn) with expertise.
- V. Improving communication clarity and effectiveness in various areas to reach and engage PAHO/WHO's core audiences.

Videography is an essential component of contemporary messaging due to its ability to engage, emotionally connect, simplify complex information, and build brand identity. With the prevalence of digital platforms and the changing preferences of audiences, leveraging videography is crucial for effective communication and successful messaging in today's digital age. As such, it is an essential tool for achieving the above-mentioned objectives. Accordingly, PAHOTTO seeks to engage the services of a Junior Videographer/Editor/Content Producer with experience in photography, to join our communications Team.

## **2. Scope of Work**

Utilizing PAHOTTO's equipment and resources, capture, edit, and produce high-quality video content for various digital platforms. This will be conducted in close collaboration with the communications team, to develop engaging and compelling videos that align with PAHOTTO's objectives.

### Priority Tasks

- Shoot and record videos for various purposes, including communication campaigns, social media platforms, and internal communications.
- Set up and operate camera equipment, lighting, audio devices to ensure optimal video quality.
- Create video content for social media platforms (YouTube, Instagram, etc.)
- Collaborate with the communications team to conceptualize and develop video ideas that align with PAHO TTO's objectives.
- Assist with pre-production tasks such as scriptwriting, storyboarding, and location scouting.
- Edit raw footage to create compelling and visually appealing videos using industry-standard software.
- Enhance video and audio quality, add special effects, and incorporate relevant graphics and animations.
- Ensure video projects are delivered within specified timelines and meet all quality standards.

- Support collaboration with the PAHOTTO Technical Advisors team to create compelling stories that highlight results of their initiatives
- Stay up to date with industry trends, techniques, and technologies to continuously improve video production quality.
- Assist in managing and organizing video assets in a digital library for easy access and retrieval.

### Secondary Tasks

- Photography
- Editing and retouching of photographs to ensure visual consistency and quality.
- Track video and photography performance on social media and make data-driven improvements.
- Assist with management of PAHO/TTO website

### Work Schedule & Transport

- must be willing to work flexible hours, including week-ends
- Must provide own transport to cover events within Port of Spain and environs

### **3. Deliverables**

Monthly Report of activities

### **4. PAHO/WHO Responsibility**

- Provide equipment and supplies necessary to conduct activities.

### **5. Reporting and supervision**

The contractor will work closely with the Communications Consultant, Ms. Gail Thomas and will be supervised by and report to Dr. Erica Wheeler, PAHO/WHO Country Representative.

Performance reviews are required to ensure deliverables are aligned with the objectives of the service contract

### **Minimum Qualifications and Experience:**

- Minimum Associates Degree in film and video production, digital media, or a related field
- Proficiency in video editing software, such as Adobe Premiere Pro, Final Cut Pro, or similar tools.

- Experience with camera operation, lighting techniques, and audio recording equipment.
- Understanding of visual storytelling, composition, and video editing techniques.
- Ability to work independently and collaboratively, managing multiple projects and deadlines.
- Excellent attention to detail and organizational skills.
- Strong communication and interpersonal skills.
- A portfolio or demo reel showcasing previous videography and editing work is required. (A live review/discussion will be conducted as part of the selection process)
- Experience in creating video content for social media platforms (YouTube, Instagram, etc.).

## **DESIRABLE**

- Knowledge of motion graphics and animation software (e.g., Adobe After Effects).
- Basic knowledge of sound mixing.
- Familiarity with analytics tools to track video performance

## **Assessment Exercise:**

Shortlisted Candidates will be required to complete a short 2 hour exercise for assessment of creativity and competency in video editing.

## **Terms and Conditions of Employment**

- TTD \$10,000 per month

## **Application**

Applicants should submit a cover letter with links to portfolio by Friday 14<sup>th</sup> July, 2023 to the following contact:

Ms. Ann Marie Seetaram,

Procurement Technician

seetaran@paho.org

Tel. 1(868)612-2016 | 1(868)622-4202 ext. 42016 |

**Queries and Clarifications**

Any queries or requests for clarification regarding this Terms of Reference should be submitted in writing to the contact person mentioned above.

Closing date for submission of applications is Thursday 20th<sup>th</sup> July 2023.

We thank all applicants for their interest but only suitable applicants will be acknowledged.