



Terms of Reference Consultancy: Video Editor, Storytelling Initiative

About Nutrition International

Nutrition International is a global nutrition organization headquartered in Ottawa, Canada. For over 30 years, we have focused on delivering low-cost, high-impact nutrition interventions to people who need them. Working alongside governments as an expert ally, we combine deep technical expertise with a flexible approach, increasing impact without increasing complexity or cost. Our Investment Case, the first for a nutrition organization, showcases our low-cost, high-impact approach as well as our health and human capital impacts.

We serve as a force multiplier across the development ecosystem, using our unique combination of capabilities to help countries overcome barriers to scaling up nutrition, domestic resource mobilization, as well as local government capacity and ownership. In more than 60 countries, primarily in Asia and Africa, Nutrition International nourishes people to nourish life.

Consultancy Overview

We are seeking a skilled video editor to bring scripts to life. This is someone who knows the importance of the 3-second window to capture a viewer's attention, who believes in the power of video storytelling to educate and inspire, and who creates intrigue through thoughtful editing that builds and creates momentum. Utilizing footage filmed across nine countries in Africa and Asia, the editor will produce a range of video products. These will include short narrative-driven impact videos, corporate programmatic videos, and social media cut-downs. Working off a script, the editor will leverage the library of A-Roll and B-Roll footage to bring these video concepts to life and by doing so help translate technical nutrition wins into powerful storytelling that resonates.

This consultancy falls under Nutrition International's Storytelling Initiative. This initiative is highlighting compelling stories across the world that showcase the important work we do in the areas of infant and young child nutrition, adolescent nutrition, maternal and newborn health and nutrition, food fortification, supplementation and technical assistance.

Objectives

This is a post-production consultancy. The main objective is to edit videos that will be used across Nutrition International's social media and website, as well as used in related communications and advocacy work. Working closely with the Manager, Storytelling, the editor will leverage the library of A-Roll and B-Roll footage available to create compelling mini-documentaries (3-5mins), programmatic overviews (3-5mins), an overarching brand video (10mins), and related social media cutdowns (30secs to 1 minute). This content will strengthen our brand awareness and invite more people to become familiar with us and our work.

Scope of work

The anticipated period of post-production will run from February 2023 to September 2023 with videos assigned on a rolling basis. It is expected the total number of days of work within this period to be 90-120, with specific work and delivery dates for each video to be decided upon in consultation with the Manager of Storytelling. The

consultant will bill monthly based on a daily rate and must keep Nutrition International informed of days spent in relation to the deliverables. An overview of the work required and estimated days of work are as follows:

| Task | Estimated number of days |
|--|---------------------------------|
| Consultation with Manager, Storytelling and review of A-Roll and B-Roll content available. | 10 |
| Video editing of approx. 20 to 25 videos, varying in length from 3mins to 5mins. These include impact videos and programmatic overviews. | 60-75 |
| Video editing of approx. 20 to 25 videos, varying in length from 30secs to 1minute. These will primarily include social media cutdowns. | 15-20 |
| Video editing of one 10min overarching brand video using elements and storylines from the shorter videos. | 5-10 |

All post-production editing work will include:

- Sourcing relevant B-roll from internal library (scripts will be provided)
- Identifying and incorporating music scores
- Two rounds of revisions per video
- Colour correction and grading
- Final versions without subtitles and with subtitles, as needed
- Final exports in agreed-upon format

Footage has been shot globally and is stored primarily on a cloud-based system. The editor will build an understanding of the footage available in order to leverage it most successfully.

Duty station/location

This position is remote-based and reports to Nutrition International's office based out of Ottawa, Canada.

Profile/qualifications of consultant

For this assignment, Nutrition International requires a video editor with the following experience and technical capacity:

- 5+ years' experience of video editing, can be journalistic, corporate, or a combination of both.
- Ability to maintain a keen creative eye to capitalize on opportunities that exist within the footage library.
- Committed to following Nutrition International's brand guidelines and best practices in representation in storytelling.
- Provision of own editing equipment/software to fulfill the deliverables. No editing equipment or software will be provided under this assignment.
- Desire to tell meaningful stories and the know-how to edit videos to resonate with different audiences, depending on the platform.
- A team player who helps drive creative collaboration.
- Adheres to deadlines with strong attention to detail.
- Experience working with non-profits and international development organizations is preferred.

Support provided by Nutrition International

The consultant is expected to provide all the technical expertise to fulfill all post-production editing needs associated with the assignment. Nutrition International will:

- Provide the editor with a brief and script for each video requested.
- Enable the editor to have access to all related source material.

- Provide direction and feedback in a timely fashion.

Application Process

Interested candidates should submit the following documents in English by email to Wanda O'Brien at wobrien@nutritionintl.org. Please include in the subject line for submission: **Consultancy – Video Editor**.

All proposals must include the following:

1. Detailed CV with 3 references from brands or organizations with whom the applicant has done similar editing work.
2. A link to a portfolio of relevant samples where the applicant has been the video editor.
3. An overview of the applicant's equipment, including editing software used and which platform rough cuts are shared on.
4. Financial proposal in CAD including daily rates and any associated expenses (such as music or subcontracting fees if relevant).

Due date: January 15th, 2023 by 12:00PM Eastern Daylight Time (GMT-5)

Nutrition International is committed to the fundamental principles of equal employment opportunity.