

TERMS OF REFERENCE

ONE LOCAL MEDIA TO CARRY OUT AWARENES RAISING CAMPAIGN ON PREVENTION OF VIOLENCE AND YOUNG GIRLS AND BOYS

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Duration of Assignment:

Approximately the period of 2 months preferred start on 13 November 2023

1. BACKGROUND

Domovik was established in 2010 in Mitrovica North. Domovik is profiled as an organization that conducts activities concerning the psychosocial and physical health, social and legal protection and education of children, youth, and members of vulnerable groups, and as an organization that seeks to help people understand the factors that affect their life quality.

In partnership with Save the Children Kosova/o, Domovik is implementing activities aimed at reducing the impact of emergency situations on children and parents/caregivers in northern Kosovo. The intervention includes emergency preparedness and anticipatory actions.

The primary objective of this TOR is to engage one local media to organise public campaign to raising awareness of the community on the importance of a continuous work with the children and young girls and boys aimed at improving a positive atmosphere and child safety.

2. OBJECTIVE AND SCOPE

The process of the design and running the campaign on prevention on violence, should cover following objectives:

- Developing Medial Plan of the campaign in consultations with Domovik
- Developing visual identity of the campaign
- Developing four multimedia (audio and/or video) contents on specific topic selected in consultations with Domovik
- Developing four short testimonials by the participants from different Domovik activities.
- Broadcast of all media content on available channels (TV program/radio program, website, social channels, etc.)
- Submitting report upon completion of the assign

3. ROLES AND RESPONSIBILITIES

Domovik:

Domovik will have the responsibility for the overall management of the process, and this will include the following:

- Reviewing and approving the proposed the campaign products;
- Organizing informative meetings with the media, to define implementation timeframe and milestones;
- Ensuring that Domovik management staff provide all necessary documentation;
- Supporting contractor in working on the field, scheduling, and logistics;
- Monitoring the delivery of milestones

4. KEY DELIVERABLES

- Fully developed the campaign visual identity;
- Four fully produced multimedia contents on specific topic with the use of brand toolkits of Domovik and Save the Children;
- Submitted final report.

5. DURATION AND TIMEFRAME

The contract of the assignment should be within the timeframe of 2 months, preferably throughout the period starting from 13 November 2023.

6. QUALIFICATIONS AND COMPETENCIES

- Media with a clear style and a good track record;
- Proven experience in multimedia production;
- Experience in developing materials which can be used on social media;
- Ability to deliver products on time and according to set schedule;
- Experience in working with civil society will be considered an advantage;

7. APPLICATION PROCEDURE

Applications must be sent in English or Serbian and entail the following:

- Expression of Interest and availability;
- Portfolio and/or CVs of employees
- Expected remuneration, in the form of gross fee.

8. PAYMENT INFORMATION

The payment will be processed as a single instalment upon the completion of the assignment and the approval of the report, based on an invoice submitted by the company.

9. Zero tolerance on Sexual exploitation and abuse

Domovik applies zero tolerance to sexual exploitation and abuse. It is, therefore, required that the interested candidates read and understand the *Anti-harassment, intimidation, and bullying policy* and *Child Safeguarding Policy*. The policies are available in the Programmes/Policies section of www.domovik.org website, or through links: <https://domovik.org/wp-content/uploads/2021/12/NGO-Domovik-politika-protiv-zlostavljanja-zastrasivanja-iuznemiravanja.pdf>; and <https://domovik.org/wp-content/uploads/2021/12/Politika-za-zastitu-deteta.pdf>

Expression of Interest clearly named as “Awareness raising campaign on prevention of violence against children and young girls and boys” can be submitted at the email address office@domovik.org or as a hard copy at the address Sutjeska bb, L1, Mitrovica North, before 10 November 2023, 17:00 hours local time. Only short-listed candidates will be contacted.