

TERMS OF REFERENCE

ONE LOCAL MEDIA TO PRODUCE FOUR MEDIA MESSAGES AND DEVELOP A DETAILED CAMPAIGN PLAN

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Duration of Assignment:

Approximately 1 month with the preferred start on 28 May 2024

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 emergencies on children and parents/caregivers in northern Kosovo. The intervention includes emergency preparedness and anticipatory actions. The Child Safeguarding Awareness Campaign aims to address the critical significance of consistently applying the principles of child safeguarding and promoting the welfare of children and adolescents within the four Northern municipalities of Mitrovica North, Leposavic, Zubin Potok, and Zvecan. The campaign seeks to foster a conducive environment that prioritizes child safety at all levels of society.

The primary objective of this TOR is to engage one local media to develop a campaign plan and produce four impactful media contents in support of safeguarding the well-being of children within our communities. The information shared through the local media will also include messages on various aspects of risk, early warning signs, and anticipatory actions.

2. OBJECTIVE AND SCOPE

The process of developing the media plan and producing media content should cover the following objectives:

- Developing a Media Plan for the campaign in consultation with Domovik
- Developing the visual identity of the campaign
- Develop four multimedia (audio and/or video) content on a specific topic selected in consultations with Domovik
- - Selection of voices for recording - final approval is done in collaboration with Domovik
- Broadcast of all media content in Serbian and Romani languages on available channels (TV program/radio program, website, social channels, etc.)
- Submitting report upon completion of the assign

3. DOMOVIK ROLES AND RESPONSIBILITIES

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

- Reviewing and approving the proposed 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 BY THE SUPPLIER

- Fully developed the campaign's visual identity;
- Four fully produced multimedia contents on specific topics with the use of brand toolkits of Domovik and Save the Children;

Terms of Reference – One Local Media to Produce Four Media Messages and Develop a Detailed Campaign Plan

- Submitted final report as well as a CD with the material recorded in each language.

5. DURATION AND TIMEFRAME

The contract of the assignment should be within the timeframe of 1 month, preferably throughout the period starting from 28 May 2024 and ending with 30.06.2024.

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-i-uznemiravanja.pdf>; and <https://domovik.org/wp-content/uploads/2021/12/Politika-za-zastitu-deteta.pdf>

Expression of Interest clearly named as “Production of Four Media Messages and Development of a Detailed Campaign Plan” can be submitted at the email address office@domovik.org or as a hard copy at the address Sutjeska bb, L1, Mitrovica North, before 28 May 2024, 17:00 hours local time. Only short-listed candidates will be contacted.