# CALL FOR MEDIA, COMMUNICATION AND VISIBILITY CONSULTANCY

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| **Project name** | Dutch NGO’s Joint Humanitarian Response in South Sudan –Protracted Crisis Joint Response (SSJR) |
| **Project Countries and locations** | South Sudan (Tonj East, Pibor, Malakal, Wau, Lainya, Melut, Tonj North, and Koch County) |
| **Lead organisation** | Save the Children |
| **Joint Response Partners** | DORCAS, Tearfund, Plan International, War Child Holland, Help a Child, Care and Save the Children. |
| **National Partners** | Mary Help Association, WOCO, Women Development Group, ACROSS, SAADO, UNIDOR and CEF. |
| **Activity Start date** | 01st -25th April 2023 |

**About the DRA:**

The Dutch Relief Alliance (DRA) is a coalition of 14 Dutch aid organizations in partnership with the Netherlands Ministry of Foreign Affairs (MFA). The Dutch Relief Alliance was established to provide rapid and effective emergency aid to victims of international humanitarian crises. The DRA responds to protracted crises as well as acute crises through collaboration to ensure delivery of effective, efficient, relevant and timely humanitarian aid to victims of crisis.

In South Sudan, the South Sudan Joint Response (SSJR) has been implemented annually since 2015 to 2023 within South Sudan. The project for 2023 is implemented in the six states of Upper Nile State Malakal, Central Equatoria State, Unity state Bentiu, Jonglei, Warrap and Western Bahr El Ghazal State Wau.

# What’s happening in South Sudan?

South Sudan has been facing a protracted complex humanitarian crisis driven by various factors that include floods, inter communal violence, mass population displacements, pandemic diseases and a deepening economic crisis. The government of South Sudan as the primary duty bearer has faced challenges in responding to 9.4 million people in need of food security, health, education and protection services.

# Why Do We Need Media, Communication and Visibility Consultant

The intention is to support and complement the South Sudan Joint Response - SSJR Plan.

The consultant will focus on the below areas:

1. Content gathering to substantiate the work of the SSJR, demonstrating its impact in various localities and across intervention areas in South Sudan, through compelling, multi-format stories.

The consultant will work on content generation to illustrate the SSJR interventions. The content should showcase the work of partners in the SSJR across various types of intervention, from WASH to multi-purpose cash assistance, to healthcare and protection. Content should demonstrate the impact of these interventions on beneficiary communities, highlighting individual stories and outcomes. Content should also serve to show the expertise and added value of local partners, as well as take into account the collaboration between Dutch-based organizations and local partners that is at the heart of the DRA approach.

The content will serve multiple purposes, from fundraising to reporting, and will be used at the local and national levels in country, as well as towards audiences in the Netherlands. .

The consultant will work in coordination with the SSJR Lead team, SSJR Partners and thematic technical specialists for effective and efficient implementation of the outlined activities. The consultant will further ensure that communication and media content is in line with the humanitarian principles and DRA branding and visibility guidelines.

# About the Work.

Save the Children as the consortium lead seeks to hire a South Sudan-based vendor (individual, company, media house or organization) with close guidance from the Media and Communication Manager and SSJR Project Manager to produce compelling contents to inform the Country Office, decision makers donors and communities on the complex humanitarian crisis and the impact of SSJR in South Sudan. This might include well researched photographs, videos, animations, illustrations, case studies, human interest stories and radio spots for communities. The vendor will further ensure that communication and media content gathered is in line with safeguarding protocols. The product of this work will be shared digitally through YouTube, Facebook, Twitter, WhatsApp, websites of the DRA, NGOs and other platforms to increase the visibility of Dutch contribution to humanitarian response to the Dutch and South Sudan public, Parliament and opinion makers. These products will also be shared internally in the country on different platforms to raise awareness on the work we are doing but also raise the need for more support to the humanitarian work we are doing. The produced communication materials will be used as key communications product to diverse audiences such as young people, youth activist, government officials, donor and other key stakeholders on different several occasions.

Strategic objective

To raise the profile and visibility of the complex humanitarian crisis in South Sudan through media and advocacy efforts aimed at relevant internal and external audiences, in order to increase funding for the immediate and long-term scale up of Save the Children’s humanitarian response and for accountability to show what we are doing

**Consultant Outputs**

1. Three videos:

a) 30s – 1 minutes for social media

b) 2-5 minutes demonstrating impact and

c) 10-15 minutes B-roll.

1. Fifty (150) well captioned photos
2. Four (4) success stories that will be accompanied by the above videos and photos. The areas of the stories are
   1. Localization
   2. Collaboration
   3. Accountability to affected communities
   4. Integrated WASH, Child Protection and FSL Programming
   5. Gender mainstreaming will be highlighted in all the four stories.

**Locations:**

The consultancy will take place in 3 or 4 of the below listed locations depending on stories that will be collected from the field locations:

1. Juba County
2. Lainya County
3. Malakal County
4. Melut County
5. Tonj East County
6. Wau County
7. Pibor County
8. Tonj North County
9. Lainya County
10. Koch County

**Requirements**

* Experience and demonstrated expertise in training and capacity development of NGOs or CSOs on communication and content gathering;
* Demonstrated experience in fragile or humanitarian contexts;
* The consultant must have a knowledge of Videography and Photography, Graphic Design (Animation and Illustration) using Adobe Premier and be able to translate and screen caption the final contents to English if captured in another language.
* At least a minimum of 2 years of professional work selected or listed above.
* Demonstrated and Recognized skills. MUST provide links or examples of previous work and reference of development, humanitarian or cooperate organizations where previous service was provided.
* Should be fluent in both written and spoken English. Fluency in Arabic would be greatly appreciated.
* Legally registered in South Sudan with all valid necessary documents to operate freely.
* Have all the necessary Media accreditations or authorization from the Media Authority to carry equipment (camera, recorder, etc.) to freely shoot photos, videos and cover stories in South Sudan.
* Knowledge about the complex crisis in South Sudan.
* Awareness and understanding of the sensitivities of content gathering pertaining to children and vulnerable communities.

**Travel**

The vendor /Consultant/team must be prepared to travel in-country to remote locations. In-country travel arrangements and logistics will be organized by Save the Children and the implementing partners.

**Supervision**

The Media and Communication Manager and the SSJR Programme Manager will supervise the overall process of the production and will be the contact for the selected vendor. The vendor will work under the first direct supervision and guidance of the Media and Communication Manager, and will work closely with the implementing partners’ focal persons and other relevant programme colleagues, including the project team at country office and field.

**Rights to Copyright**

The produced materials shall be the absolute property of DRA and ownership shall automatically vest in Dutch Relief Alliance so all the copy right will be with the DRA. Materials collected during the field trip cannot be used by any other parties other than DRA and the alliance partners. The consultant irrevocably and unconditionally waives in favour of DRA any moral rights that may exist in any of the works or materials, provided that DRA uses all reasonable endeavours to ensure that the consultant (photographer is credited in all appropriate uses of a photograph provided as part of the service, provided that the DRA shall not be in breach of contract if credit(s) are accidentally omitted.

Please submit technical application to demonstrate your capability including types of equipment used, budget breakdown, necessary legal documents, links to previous work (online or published links) in a sealed envelope marked with subject line **ACCM Consultancy March 2023** to Save the Children Office, Hai Malakal - Po Box 170 Juba South Sudan not later than 15th April 2023. Submit the same copies of the documents to email [Jobs.southsudan@savethechildren.org](mailto:Jobs.southsudan@savethechildren.org) Note that only shortlisted consultants will be contacted to move to the next stage.

**About Save the Children.**

Save the Children has been working with and for children, their families and communities in South Sudan since 1991. We provide children with access to education, healthcare and nutrition support, and families with food security and livelihoods assistance.

**Child Safeguarding Guidelines**

**Things to remember when interviewing children**

* Try to respect their way of telling their own story, and their feelings about their experience – even if it’s not what you expected. Children experience things in lots of different ways.
* Observe the child’s body language. Consider what significant changes might mean – for example, if they become much quieter, or look bored, or begin to fidget more, it may be that they have had enough conversation with you for one day. If in doubt, ask the child if they’d like to stop.
* Try to ensure that the child and family members know that if you have misunderstood something, or incorrectly summarises what has been said, they should feel free to point this out and correct you
* It’s fine to pause after a child appears to have finished answering a question, as they may have more to say (so don’t rush in) – but do not let the pause go on for too long, as this silence can then feel oppressive and demanding
* It is very normal for children (and all ages) to pretend to understand something when they do not. If their answer doesn’t match up, try asking the question again in a different way. This is especially important when gathering consent. It’s also common for people to try to present themselves or their family or community in the best possible light. This must be particularly considered when discussing issues around conflict.
* Try not to ask questions that suggest the child was to blame for something, such as “why were you playing outside at that time of night?” or “why did you think it was a good idea to join the armed group?”
* Don’t ask self-answering, leading or closed questions, like "were you scared?”
* Avoid using offensive or shaming language
* Avoid asking a child any questions designed to provoke a heightened emotional response from the child
* Don’t make a child feel that they are in any way abnormal or unusual in their reactions, even if they are processing their experiences in a way that you’ve never seen before.
* Avoid using negative phrasing that implies their answer should be ‘no’, or leading questions – for example ‘you don’t know where your parents went, do you?’
* Be careful when asking multiple questions in one go – for example ‘where were you, and who was with you?’ could be confusing to a younger child – try to stick to one question at a time.

**When you should not do an interview**

It is normal for children to have emotional reactions to events in their lives. While most severe symptoms of emotional distress will often lessen a few weeks after the event, it is still unlikely you will know for sure whether a child you are planning to work with is severely distressed or traumatized, but there are some signs to watch out for (to prevent you from causing emotional harm to the child):

If they say they feel or are:

* Suicidal
* Very “close to the edge” or on the verge of a breakdown
* Self-harming

If they mention these things, it can be dangerous for the child’s mental health to do communications work with them. They may be suffering from trauma or severe depression and should have immediate help.

**Do be consistently respectful, compassionate and sincere**

**Do not ask questions of a child who says they feel suicidal, “close to the edge” or who is self-harming**

**Do not interview a child who is severely distressed to a point that they are not able to engage in daily activities**

Try to watch out for children who are overly compliant, for example seeking or giving affection to you in an unusually strong way. It is easy for someone unfamiliar with working with children to think that this is because they are ‘fine’, but it is more likely to be something called ‘appeasement behaviour’ which can be a typical response to feeling helpless. You must be careful not to inadvertently take advantage of overly-compliant behaviour, and you should be aware that this behaviour makes the child very susceptible to all forms of abuse.  
  
**Consider the wellbeing of the child above all else, including the need for a strong story.**