

CALL FOR EXPRESSION OF INTEREST (EOI) TO DEVELOP MOVIE/TV SERIES AT ECONOMIC AND SOCIAL EMPOWERMENT OF RURAL COMMUNITIES (ESERC)

Economic and Social Empowerment of Rural Communities (ESERC) is requesting for Expression of Interest for the Engagement of a media organization. Interested firms should possess relevant qualifications.

Economic and Social Empowerment of Rural Communities (ESERC), a Non-Governmental Organization; committed to educating, empowering and enabling children develop holistically for future responsibilities, committed to reducing poverty and improve the health of Nigerian citizens and promote respect for ethics and human rights in health care policies and practices especially for vulnerable and marginalized groups.

Applications are invited for:

Title: Call for Expression of Interest (EOI) to Develop Radio, Movie and TV series on Spotlight Initiative regional specific content on Eradication of All Forms of Violence Against Women and Girls in Nigeria.

Reference Number: EOIESERC2023/0012

Location: Ebonyi State Nigeria

Grant Number: 00114694

Vacancy Type: Remote

Employment Type: Contract

Project: Spotlight initiative Duration: Six (6) months

Category: Consulting services

Assignment Title: Engagement of a Media Organization

Background

- The 'EU-UN Spotlight Initiative/UNDP through its partner Economic and Social Empowerment of Rural Communities (ESERC) is implementing the Spotlight initiative project which aims to mobilize communities to eliminate all forms of violence against women and girls (VAWG) in Nigeria, to achieve gender equality and women's empowerment, in line with the 2030 Agenda for Sustainable Development.
- The consulting services ("the Services") includes Story writing, development, script writing and adaptation for regional and state specific content around the production of a Radio, Movie and TV series on Eradication and Negative Consequences of Sexual and Gender-Based Violence (SGBV) in Nigeria.
- The EU-UN Spotlight Initiative/UNDP through its partner Economic and Social Empowerment of Rural Communities (ESERC) now invites eligible media organizations/Film Producing Firms ("Consultants") to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services (company profile/brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc.).

Applications to be submitted by the firms will be evaluated against the following criteria:

- Consultant's general qualification
- Relevant experience and qualification of key staff
- Relevant competence and experience of the firm
- Experience in the region and sector
- The detailed Terms of Reference (TOR) for the assignment are attached to this request for expressions of interest

- In addition, please refer to the following specific information on conflict of interest, fraud and corruption related to this assignment:

- Relationship with ESERC: consultants that have a close business or family relationship with a professional staff of ESERC who are directly or indirectly involved in any part of:

(i) the preparation of the TOR for the assignment,

(ii) the selection process for the contract, or (iii) the supervision of such contract may not be awarded a contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to ESERC throughout the selection process and the execution of the contract.

- You shall not engage in offering, giving, soliciting, or receiving gratuities, favours, gifts or anything else of value to influence the action of any person involvement in a procurement process or contract execution.

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- You shall not engage in misrepresenting or omitting facts to influence the procurement process or the execution of a contract.

- You shall not engage in schemes or arrangement between two or more bidders, with or without the knowledge of ESERC. designed to establish bid prices at artificial, non-competitive levels.

- Consultants may associate with other firms to enhance their qualifications but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

- The Consultant for this assignment will be selected in accordance with the consultant's

qualifications-based selection method.

- Further information can be obtained at the address below during office hours (8am - 4pm) or via the email address below.

Overview

- The EU-UN Spotlight Initiative in collaboration with Economic and Social Empowerment of Rural communities (ESERC) with funding United Nations Development Programme (UNDP) is focused on reducing sociocultural drivers of sexual and gender-based Violence in Nigeria
- Since 2019, the EU-UN Spotlight Initiative has engaged key stakeholders ministries, departments, and agencies in the elimination of SGBV in Nigeria.
- With a strategy approach of addressing policies, programmes and monitoring and evaluation, the EU-UN Spotlight Initiative is the Largest single funding for elimination of violence against women in Nigeria.

Justification

- To further increase awareness of the negative consequences of
- SGBV in Nigeria and globally, the EU-UN Spotlight Initiative supported the implementation of the NHRC Toll Free Client Response Mechanism with a short code of 6472.
- They also supported the establishment of the National GBV Situation Room under the Federal Ministry of Women Affairs and supported sustainable livelihood programmes for over 350 women
- Spotlight Initiative Project launched Ebonyi State GBV/Taskforce and facilitated the signing of MoU with Ministry of Woman Affairs, Ministry of Justice, The Police and GBV Taskforce for integrated GBV service delivery in Ebonyi State.

- Given its successes across different strata it is imperative to strategically create awareness and promote elimination of SGBV among the Nigerian populace especially victims of SGBV.
- As part of the support under the activity to promote access to reporting of sexual and gender-based violence in Nigeria the EU-UN Spotlight Initiative/UNDP through its partner the Economic and Social empowerment of Rural Communities (ESERC) is looking for a Media organization/Film Production Firm to support the development of a movie and short series focused on the negative consequences of SGBV.
- The Media organization/Film Production Firm will be supervised by the Program Director of ESERC with support from the Senior Technical Advisor, SGBV.

Goals and Objectives

- To create awareness and promote the short code among the Nigerian populace especially victims of SGBV.
- To promote awareness on the negative consequences of sexual and gender-based violence (SGBV) in Nigeria.
- To increase the reporting of SGBV among victims in Nigeria.

Key Deliverables

- Development of script for Gender Based Violence (GBV) film.
- Development of script for Gender Based Violence (GBV) TV Series.
- Airing of movie on television network (Channels, Arise TV), Cable network (DSTV) and online streaming platform (NETFLIX, Prime Video, Showmax, etc.).
- Airing of series on television network (Channels, Arise TV), and Cable network (DSTV).

- Asynthesis coverage report on viewership

Duties and Responsibilities

The Media organization/Film Production Firm will be responsible for the following duties:

- Engagement of communities, Stakeholders, partners, Government, MDAs, SGBV survivors on development of Radio, Movie and TV series
- Consultations around the regions on Regional Specific Content for GEWE and SGBV Transformational Results chain on Gender Norms.
- State and regional specific content Story sharing and building, development & writing, script writing and adaptation for movie and TV series.
- Development of script for regional specifics
- Development of script for production of Radio, Movie And TV series.
- Promotion of adverts on the film and TV series on social media.
- Story content sharing, coordination and merging.
- Knowledge management, Communication and visibility.
- Documentation of specific lessons learned and success stories collection and Printouts

Specific Responsibilities

- Consultation around the regions on Regional Specific Content for GEWE and SGBV Transformational Results chain on Gender Norms.
- Spotlight Initiative regional specific content Story development & writing, script writing and adaptation for movie and TV series.

- Story writing, development, script writing and adaptation for regional specifics content for movie and TV.
- Documentation of UNDP lessons learned and success stories collection
- Technical/Functional
- Practical expertise in filmmaking and production, content – messaging, and international promotion/marketing of films.
- Expertise in progress and narrative report writing and knowledge management.
- Strong experience in script writing, storytelling, film production, and marketing.
- Well-developed skills in planning, prioritizing, project management, script writing, content production, directing and editing.

Required Skills and Experience

Experience:

- At least five (5) years of progressively responsible experience in designing, managing, and producing large scale Radio, Movies and TV series across multiple languages for international and national non-governmental organizations.
- Desired: Affiliation with international and national television content providers (DSTV, Netflix, Prime Videos, National Broadcasting Corporations.)
- Experience in development of culturally diverse script for Radio, Movies and Television (submission of past work will be required).
- Experience in collecting and analysing data through social media is required.
- Professional experience in Digital Marketing.

- Desired: Experience working with A-List actors and actresses in the Nollywood space.

Competencies

Non-Technical:

- Good people management attributes.
- Ability to improve performance and satisfaction.
- Models independent thinking, action with ability to get things done
- Excellent verbal communication skills.
- Ability to listen, adapt, persuade, and transform.
- Synthesizes Information to communicate Independent analysis.

Language Requirements:

Fluency in English as well as understanding the cultural practices & language across Nigeria is required.

Application Closing Date: 25 November, 2023,

Method of Application

Interested and qualified candidates should submit their Expressions of Interest to eserc.procurement@gmail.com using the

Job Title as the subject of the email.

Or

Delivered in a sealed envelope to the addresses below:

Economic and Social Empowerment of Rural Communities (ESERC),

Attn: Chukwuemeka Samuel Procurement Officer,

No 112 Old Enugu Road, Kpiripkiri Mile 50 Abakaliki, Ebonyi State

Or

No 5 Mbanefo Street, New Haven opposite First Bank of Nigeria PLC

Enugu, Enugu State Nigeria

E-mail: eserc.procurement@gmail.com