

## TERMS OF REFERENCE

**Position Title:** Content creator

**Project Title:** Actualising Youth Engagement for Inclusive Decision-making

**Start date:** 29th August **End date:** 8th September

**Type of contract:** Consulting contract

### **Terms of Reference:**

#### **1. Background**

*Actualising Youth Engagement for Inclusive Decision-making* is a project funded by UNDP Bhutan. The project is implemented by Bhutan Centre for Media and Democracy.

The current project is to test the value of the online citizen engagement platform in program and policy development process and decision-making. This platform can engender reasoned and meaningful discourse on important issues. It can serve as a portal to collect citizen views during times of emergencies for expedient response and decision making.

A nationwide poll was conducted on the theme, “What can Bhutan do to tackle climate change?” on the regional platform Youth Conversations Platform. A total of 11 days of advocacy campaign from February till March was organised on BCMD social media to create awareness about the online Youth Conversations Platform and the rally citizen engagement.

A similar local digital engagement platform will be launched on September 15th, and a total of 9 content will be used to advocate on the platform.

#### **2. Deliverables**

The scope of work will be the following:

- Creating 7 posters
- Create 2 short videos (45 seconds maximum)

The consultant will abide by the following timeline:

- To submit draft posters and videos within five days after signing the contract
- To incorporate comments from at least three rounds of reviews to ensure the quality of the content
- To fine tune the content calendar for the advocacy campaign

#### **3. Required qualifications**

- A minimum of an undergraduate degree
- Strong English Language (written, prior work in creative area is desirable)
- Demonstrated prior work experience in the provision of content creation for advocacy campaign

#### **4. Budget and schedule**

The quotation should reach the office of BCMD addressed to AFD, BCMD, Thimphu on or before 29th August 2022 during office hours (9am - 5pm). For any further clarification required, please write to [rosy@bcmd.bt](mailto:rosy@bcmd.bt) or call 02327903.

- Curriculum vitae

- Proof of prior work in content creation (written work/ design/ video)
- Referee/s
- Financial proposal quoted in Ngultrum
- Any other relevant information
- Shortlisted applicants will be contacted for presentation of sample contents and further assessment of technical and professional competencies.