



## Terms of Reference (ToR) Videographer & Multimedia Producer – “Your Rights, Your Clicks” Video Series

**Total Budget:** €10,000 (all inclusive - VAT included)

**Duration:** August – November 2025

**Location:** Remote

### Background

The “**Your Rights, Your Clicks**” video series is part of the wider Forus [#Let’s Talk Digital campaign](#), supported by Civil Society Alliances for Digital Empowerment (CADE), which is a project co-funded by the European Commission.

This 10-part **multilingual advocacy video series** (2–3 mins each) will raise awareness, build public understanding, and encourage action around critical issues in digital governance and rights.

Each short episode (2-3 minutes) will draw on real-world civil society research and regional case studies from Latin America, Africa, and the MENA region, and will be tailored for use in:

- Advocacy and awareness campaigns
- Social media engagement
- Capacity-building and learning modules
- Global and regional internet governance spaces

The series is based on:

- [CADE’s Mapping Study & Baseline Survey](#)
- [Regional case studies for Latin America, MENA and Africa commissioned by CADE consortium partners](#) (Karisma, SMEX, KICTANet, Forus)
- Current global internet governance and human rights debates

[Find resources here.](#)

[Learn more about Forus here.](#)

## Objectives of the Assignment

The selected **Videographer/Multimedia Producer** will:

- Co-develop, edit, and deliver **10 engaging, accessible, multilingual short-form videos with episodes mostly in English, but also in French (2), Spanish (2) and Portuguese (1).**
- Ensure high-quality storytelling and production through visuals, graphics, animation, editing, subtitles and voice integration
- Coordinate closely with Forus and CADE teams throughout the production process.
- Deliver content in multiple languages (English, Spanish, French, Portuguese), aligned with region-specific case studies and campaign goals.

## Key Responsibilities

### Production & Editing

- **Edit and produce 10 short videos and 1 short trailer** (2–3 minutes each), including:
  - Filming and recording the script on camera (talking head of the videographer/collaborator)
  - Stock and user-submitted footage
  - On-screen graphics, animations, transitions
  - Closed captions for episodes in the various languages
  - Full-language versions for region-specific videos (as defined by Forus and CADE partners)
- Create two versions of each video:
  - Full version (YouTube-ready, 16:9)
  - Social media cut (reel/short format, 9:16 or 1:1)

### Multilingual Coordination

- Produce **full-language versions** of selected region-specific episodes:
  - Spanish: LATAM-focused videos
  - French or Arabic: MENA – focused videos
  - Portuguese: Overall internet governance videos

Coordinate subtitle integration and timing, with translation support provided by Forus.

### **Creative & Script Support**

- Participate in 1–2 script review sessions to align visual language with messaging
- Provide feedback on visual flow, storytelling, message consistency, transitions and content pacing
- Record introductory or on-camera segments (if applicable) using professional equipment.

### **Coordination & Feedback**

- Attend **regular check-ins** (minimum 3 coordination calls) with Forus and CADE to ensure alignment across the series.
- Submit **draft versions** of videos for review and incorporate up to **two rounds of feedback** per episode.
- Work collaboratively and flexibly to meet deadlines and adjust to team suggestions.

### **Deliverables**

- **10 multilingual short-form advocacy videos**, fully edited and formatted for web, social media, and campaign use
- **1 trailer video** to promote the series
- **Two versions per video**: full version (16:9) and social media version (1:1 or 9:16)
- **Full-language versions** and captioned versions of select region-specific episodes
- Final delivery of all assets by **30 November 2025**

### **Profile & Qualifications**

- Proven experience producing short-form advocacy or educational videos
- Strong post-production skills in animation, motion graphics, sound editing, subtitling and post-production
- Creative storytelling abilities and ability to convey complex topics in simple, engaging formats
- Experience working with multilingual/multicultural teams
- Familiarity with human rights, social justice, or digital governance themes

- Access to professional editing software (Premiere, After Effects, DaVinci, etc.)
- Ability to meet deadlines and respond to feedback quickly

## Budget

- **Maximum budget: €10,000** (all inclusive, including software, tools, music licensing, promotion, and VAT etc.)

## Application Process

Please send your application to [bibbi@forus-international.org](mailto:bibbi@forus-international.org) by **August 20, 2025** with:

- CV or company profile
- Links to relevant video/animation work (at least 2 examples)
- Short proposal (max 1 page) outlining:
  - Your creative approach to the project
  - How you plan to ensure accessibility, impact, and multilingual coordination
  - How you will help promote the video series and engage diverse audiences
- Financial offer (inclusive of all costs and taxes).