**DPO 项目媒体顾问招聘**

**1. 背景介绍**

国际助残联盟（HI）于1982年成立于法国，是为残障人士提供人道主义援助、为维护残障人士权益奋斗的国际非政府、非宗教、非政治和非营利机构。国际助残于1998年进入中国，于2017年在中华人民共和国公安部门正式注册，业务主管单位为中国残疾人联合会。

我们在中国开展项目的目标是，通过与各级政府及非政府机构合作，在城市、农村地区实施试点项目，以更好地促进中国残障人士的社会及经济融合，这一目标也正与中国残疾人联合会设立的残障人士工作框架和计划的相关目标吻合。

自2019年起，国际助残联盟驻中国代表处在中国开展了通过支持地方组织能力建设促进残障融合的项目（简称DPO项目）。在欧盟的资助下，该项目于2019年11月1日至2023年4月30日期间，与两个民间社会组织合作实施：北京市融合联汇心智障碍者服务中心和北京朋辈社会工作发展中心。该项目一直在为国家级合作伙伴下属的2个区域枢纽组织提供能力建设，而这2个枢纽组织又支持着全国14个省、市、自治区的40个地方组织的能力建设。项目除支持地方组织能力建设外，还支持地方组织开展的残障融合的宣传和培训活动。

国际助残希望聘请一位媒体顾问或团队为DPO项目制作视频，用于宣传项目影响，倡导残障融合。

**2. 工作描述**

* 整体目标

希望该视频可用于残障自组织、为残障群体服务的机构以及个人提高残障融合的认识，更好地开展残障融合的服务、宣传及倡导。

* 具体目标

制作一个5分钟的纪实视频，展示项目的主要活动和成果。

* 目标群体

DPO项目合作伙伴、区域枢纽组织及残障组织、一般社会组织、残障者及家人、一般公众、决策者和从事残障工作的个人。

* 各方职责

国际助残：

* 提供脚本，用于视频制作；
* 提供项目活动中拍摄的相关视频和照片；
* 提供背景介绍，以及必要的合作伙伴、项目地方组织；
* 国际助残将保留在视频开发和定稿过程中要求进一步编辑的权利；
* 国际助残将审定内容、脚本和最终视频。

媒体顾问：

* 与国际助残充分协商，确定视频的内容和脚本；
* 国际助残审定视频内容和脚本后，媒体顾问需在10天内根据提供的活动视频及照片编辑制作视频初版；
* 如需拍摄视频，国际助残会提供必要的协助；
* 在制作过程中，媒体顾问将根据国际助残的要求对视频进行修改直至定稿。

**3. 媒体顾问所需资质**

* 在营销和传播方面具有丰富经验，特别是在电视广告或纪录片制作领域；
* 对社会发展及残障有兴趣，最好有相关经验；
* 有非政府组织工作经验者优先。

**4. 工作时间、地点**

* 预计开始日期：2023年3月28日
* 预计结束日期：2023年4月15日
* 工作时间：2023年3月28日至4月15日，共计19天。顾问在工作开始时需要和国际助残及合作伙伴讨论具体工作计划。
* 工作地点：线上工作

**5. 工作计划**

建议工作计划表如下：

|  |  |
| --- | --- |
| **工作内容** | **预计完成时间** |
| 媒体顾问招聘广告 | 3月23日 |
| 媒体顾问筛选与合同签订 | 3月28日 |
| 与国际助残举行初期会议 | 3月29日 |
| 脚本定稿 | 3月31日 |
| 视频初稿 | 4月10日 |
| 视频定稿 | 4月15日 |

**6. 联络人**

在工作过程中，媒体顾问需要与国际助残DPO项目经理保持密切联系。

**申请提交**

感兴趣的申请人请向国际助残提交以下文件：

感兴趣的申请者请尽快提交您的简历（如申请者是一个团队，请提交团队的简介以及主要负责人的简历）、申请信、工作计划以及预算，以及以往作品一份。

申请材料请通过电子邮件提交: [d.yan@hi.org](mailto:d.yan@hi.org) 并抄送 [h.zhang@hi.org](mailto:h.zhang@hi.org)，申请截止日期为 2023年3月23日。

如已经招到合适的应聘者，我们可能会提前结束申请。

***Promoting Inclusion by strengthening CSO contribution to CRPD and SDG implementation and monitoring in China***

Recruiting consultant for developing a project documentary video clip

1. **CONTEXT**

Handicap International (HI), also known globally as Humanity & Inclusion, is an international non-government organization working to support the empowerment and inclusion of persons with disabilities in society. HI is an independent and impartial aid organization working in situations of poverty and exclusion, conflict and disaster. We work alongside persons with disabilities and vulnerable populations, taking action and bearing witness in order to respond to their essential needs, improve their living conditions and promote respect for their dignity and fundamental rights.

In 2019, HI launched the project entitled “Promoting Inclusion by strengthening CSO contribution to CRPD and SDG implementation and monitoring in China” (the Project thereafter). With funding from the European Union for the period 01 November 2019 – 30 April 2023, the project is being implemented in partnership with two national civil society organizations: Beijing Ronghelianhui Support Centre for People with Intellectual Disabilities (hereafter referred as NAPO) and Beijing Peer Social Work Development Center (hereafter referred as PEER). The project has been providing capacity building to 2 regional hubs under each national level partner, which in turn support the capacity building of 40 local CSOs in 14 provinces in the country. With the direct support of national partners and regional hubs, local CSOs are utilizing the knowledge and skills learnt to conduct local advocacy and IEC activities on disability inclusion.

HI is seeking a consultancy team of media or communication agency to develop a video that can be used to increase the project’s influence and advocate social inclusion for persons with disabilities.

1. **DESCRIPTION OF THE EXPECTED SERVICE**

* Overall Objective

It is expected that the video clip can help CSOs working with/for people with disabilities, including those supported by the project, gain a better understanding of disability inclusion and improve their capacity in inclusive services, communciaiton and advocacy.

* Specific objective

Produce a 5-minute documentary video clip to demonstrate the project’s key activities and achievements in accordance with the project objectives.

* Target audience

The video clip will be shared with partners, regional hub organisations and local CSOs, persons with disabilities and their families, the general public, decision-makers and individuals working with/for persons with disabilities.

* Roles and responsibilities:

Handicap International:

* HI will provide the initial script for video proudcting;
* HI will provide videos and photos of some project activities to the consultant for reference;
* HI will provide background statistics, and will introduce the consultant to the relevant actors;
* HI will reserve the right to request further editing as necessary during the video developing and finalising process;
* HI will validate the content, scripts and the final video.

The consultant:

* The consultant will develop the content and script of the video in fully consultating with HI project team;
* Once the content and script are validated by HI, the consultant will present a first version of the video within 10 days;
* The consultant will shoot videos if needed, with necessary support from HI.
* The consultant will revise, re-editng the content, scripts and the video during the process based on HI’s requirments.

1. **CONSULTANT’S PROFILE**

* The consultant should have significant experience in marketing and communications, specifically in the area of television advertisement or documentary filmmaking;
* The consultant should be committed to social development and motivated to promote disability inclusion.
* Working with/for NGOs is a plus.

1. **DURATION AND PLACE OF PERFORMANCE OF THE SERVICE**

* Expected Start date: 28th March, 2023
* End date: 15th April, 2023
* Schedule and number of mission days to be worked by the consultant：

The consultant will work between 27th March and 15th April 2023, with a total number of 20 days. The consultant will have some initial meetings with HI and partners.

* Place of work: online work with offline photo/video shooting to selected project sites if needed.

1. **WORK PLAN**

The table below shows an indicative time table for the consultancy implementation.

|  |  |
| --- | --- |
| **Action** | **Anticipated Timeframe** |
| Validate the TOR | 17th March |
| Recruitment of the Consultant | 22nd March |
| Consultant Selection and Contract Validation | 27th March |
| Initial meetings with HI | 28th March |
| Script finalization | 31st March |
| Develop 1st draft video | 10th April |
| Final products validated | 15th April |

1. **CONTACT PERSON**

* During the performance of the service, the consultant will be required to work in close contact with the proejct manager of Handicap Internation .

**Submission of applications**

Qualified and interested applicants should submit the following documents to HI:

* CV
* One Proposal includes the following components:
  + Background and Experience of the Consultant
  + Proposed Methodological Approach
  + Proposed Budget Plan
  + Proposed Work Plan (including specific dates)
  + At least one sample of most recent work.

Please, send all required documents before 20th March 2023 to: [d.yan@hi.org](mailto:d.yan@hi.org), cc [h.zhang@hi.org](mailto:j.shi@hi.org)