

# Inclusive, Market-Oriented Value Chains for Economic Development (iMOVED)

## Terms of Reference (ToR)

### Communication and Documentary Production Consultant

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## 1. Background

The *Inclusive, Market-Oriented Value Chains for Economic Development (iMOVED)* project (2023–2026) is implemented by We Effect in partnership with three local organizations: the Zimbabwe Association of Dairy Farmers (ZADF), Women and Land in Zimbabwe (WLZ), and the Zimbabwe Dairy Industry Trust (ZDIT). The four-year (48-month) initiative is supported by the Embassy of Sweden in Zimbabwe.

The project focuses on strengthening inclusive value chains in dairy, horticulture, and soyabeans. Over the past three years, significant investments have been made in establishing infrastructure such as dairy facilities, oil processing units, green hubs, renewable energy solutions, and market systems that support smallholder farmers—particularly women and youth.

As the project enters its final year, there is a need to professionally document achievements, lessons learned, impact stories, and sustainability pathways. High-quality documentary productions will support increase public visibility, strengthen policy engagement, and position We Effect and its partners as leaders in inclusive market systems development.

We Effect therefore seeks to engage an experienced **Zimbabwe-based Documentary Production Consultant or Firm** to produce compelling, high-quality documentary content.

## 2. Objectives of the Consultancy

The overall objective of this consultancy is to conceptualize, produce, and deliver high-quality documentary films that professionally capture the impact, outcomes, and transformative stories emerging from the iMOVED project.

Specific objectives include:

1. To document authentic beneficiary stories that demonstrate measurable impact, sustainability, and inclusive economic empowerment.
2. To enhance the visibility and public profile of We Effect and its partners among policymakers, private sector actors, financial institutions, and the general public.
3. To develop visually compelling documentary content suitable for multiple platforms (events, donor engagements, conferences, television, and digital media).
4. To produce content that supports advocacy, resource mobilization, learning, and replication of successful value chain models.
5. To ensure all communication products align with We Effect's branding, safeguarding, and ethical storytelling guidelines.
6. To create adaptable media content (short reels and social media cuts) that increases engagement across digital platforms.

### 3. Scope of Work

The consultant will work closely with We Effect Zimbabwe and project partners to deliver the following:

#### 3.1 Inception and Planning

- Conduct an inception meeting with We Effect and partners.
- Review project documents, reports, media materials and monitoring data.
- Develop a detailed documentary concept note, storyline approach, production plan, and budget.
- Submit a production schedule and shooting and filming itinerary for approval.
- Develop scripts and interview guides for each documentary prior to filming.

#### 3.2 Documentary Production

- Produce **four (4) high-quality documentary films** (10 minutes each) highlighting:
  - Dairy value chain transformation
  - Horticulture (green hubs and irrigation systems)
  - Soya bean/sunflower processing and value addition
  - Cross-cutting themes (women's empowerment, youth inclusion, climate resilience, financial inclusion, renewable energy)
- Conduct professional on-site filming in selected project locations.
- Capture:
  - Beneficiary interviews
  - Private sector engagement
  - Infrastructure and operations footage
  - Drone footage (where appropriate and legally permitted)
  - High-quality B-roll content
  - High resolution still photos

#### 3.3 Post-Production

- Professionally edit each documentary to broadcast quality.
- Include subtitles (English) where necessary.
- Incorporate motion graphics, lower thirds, branding elements, and background music (properly licensed).



- Submit draft versions for review and integrate feedback.
- Deliver final versions in formats suitable for:
  - High-resolution screenings (Full HD/4K)
  - Social media platforms
  - Conference presentations
  - Television broadcast (if required)

### 3.4 Social Media Content

- Produce at least:
  - Four (4) three-minute highlight reels (one per documentary)
  - Eight (8) short social media clips (60–90 seconds) for YouTube, Instagram, TikTok, FaceBook Watch, X, LinkedIn and Vimeo.
- Provide caption suggestions aligned to communication objectives.

### 3.5 Ethical and Compliance Requirements

- Obtain written informed consent from all individuals filmed.
- Adhere to We Effect safeguarding policies.
- Comply with Zimbabwean filming regulations and drone usage requirements.

## 4. Deliverables

The consultant shall deliver:

- Approved documentary concept and production plan
- Four (4) fully edited 10-minute documentaries, broadcast quality
- Four (4) three-minute highlight reels
- Eight (8) short social media clips
- All raw footage (organized and labelled)
- High-resolution still photographs (minimum 20 per location)
- All project files and editable formats
- Final content stored on external hard drive and shared digitally

All intellectual property rights shall belong to We Effect.

## 5. Duration of the Assignment

The consultancy will be conducted over a period of **eight (8) weeks**, including planning, filming, editing, and revisions.

Payment terms will be milestone-based and tied to approval of deliverables.

## 6. Required Qualifications and Experience

The ideal consultant or firm must possess:



- A degree or diploma in Film Production, Media Studies, Journalism, Communications, or related field.
- Minimum 5 years of experience in documentary production.
- Proven portfolio of high-quality documentary films (links to these required).
- Experience working with NGOs, development agencies, or donor-funded projects.
- Strong storytelling and scriptwriting skills.
- Advanced video production and editing skills using professional software.
- Access to professional-grade equipment including:
  - High-resolution cameras
  - Professional audio recording equipment
  - Lighting equipment
  - Drone (licensed operator preferred)
- Experience working in rural communities and with farmer organizations, women, and youth.
- Understanding of development themes such as dairy, horticulture, climate change, renewable energy, water management, and financial inclusion.
- Ability to work independently and meet tight deadlines.

## 7. Evaluation Criteria

Applications will be evaluated based on:

- Technical proposal and understanding of the assignment
- Quality of previous documentary work
- Relevant experience
- Proposed methodology and creativity
- Financial proposal
- Interview performance (if shortlisted)

## 8. Submission of Applications

Interested consultants or firms should submit:

- A cover letter clearly marked “Documentary Production Consultant”
- Detailed CV(s) of key personnel
- Company profile (if applying as a firm)
- Portfolio of previous documentary work (links required)
- Technical proposal outlining approach and methodology
- Detailed financial proposal
- Proposed production timeline

Applications must be submitted electronically to:

[zimtender@weeffect.org](mailto:zimtender@weeffect.org)

Subject line: “*Documentary Consultancy – iMOVED Project*”

Deadline: **13 March 2026**

**Women candidates are encouraged to apply. Only shortlisted candidates will be contacted.**

