

Consultancy - Terms of Reference (TOR)

Title	[e.g., Consultant]
Organization	[Organization's name]
Proposed Dates	[for example, 8/1/21-12/1/21]
Duration	[number] days

Project Background

Consultant will work on the [project name] with the [organization name] in [location]. This project is [in one sentence describe the project e.g., key partners/funders and main purpose. For example: a partnership with the University of Minnesota and the IRC on a project funded by the US Centers for Disease Control and Prevention to help control the spread of COVID-19 in Refugee, Immigrant and Migrant (RIM) communities].

Scope of work

1. Promote [e.g., music videos, social media graphics, etc.] which are being produced for the project. This will include posting about the process and sharing the [e.g., music videos, social media graphics, etc.] on social media such as YouTube, Facebook, WhatsApp, TikTok or other "longer format" social media.
2. Consultant will document their own experience getting vaccinated through [e.g. video diaries] and share on various social media platforms.

Deliverables

1. Produce [number] original [e.g., short videos] to counter common COVID-19 misinformation which the [organization] will be able to share. The [e.g., short videos] may also be translated into multiple languages.
2. Post and share provided [e.g., music videos, social media graphics, etc.] at least [XXX times/day/week] over the contracted period.

Payment Rate and Schedule

1. [e.g., \$0.15 per views on TikTok with expected 10,000 views: \$1,500].
 - o Price includes editing and editing app subscription cost.
2. [e.g., \$.03 per view on Instagram with expected 1,000 views: \$300]
3. [Transportation: \$50]
4. [1 hour at \$150 per hour for videographer: \$150]
5. **Total cost: [\$2,000]**

Requirements

1. Consultant will be required to complete a COVID 101 training with [organization].
2. [Organization] will have final approval of all content before posting.