Consultancy - Terms of Reference (TOR)

<table>
<thead>
<tr>
<th>Title</th>
<th>[e.g., Consultant]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization</td>
<td>[Organization's name]</td>
</tr>
<tr>
<td>Proposed Dates</td>
<td>[for example, 8/1/21-12/1/21]</td>
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<tr>
<td>Duration</td>
<td>[number] days</td>
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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.