

TERMS OF REFERENCE FOR JUNIOR CONSULTANCY

VIDEO-BASED E-LEARNING

Overview

<p>Objective(s)</p>	<p>IMPACT is looking for a junior consultant to advise on and demonstrate best practices for video-based e-learning for adult learning in professional environments.</p> <p>Specifically, the consultant will work on the development of e-learning videos and produce accompanying guidance material to support the development of IMPACT's first massive open online course (MOOC). The aim of the MOOC is to capitalize on IMPACT's internal guidance documents and experience with field research to strengthen the existing research capacities within the humanitarian sector.</p> <p>Through this, the consultant would thus be contributing towards the overall capacity building for one of the leading research organisations in the humanitarian and development sector as well as strengthening research capacities across the sector.</p>
<p>Duration of consultancy</p>	<p>Approximately 4-5 weeks (20-25 working days), with a preferred starting date in November (as soon as possible)</p>
<p>Expected completion date:</p>	<p>The consultancy is expected to start in November 2024, with the latest completion date of 31st December 2024.</p>

Background to IMPACT's MOOC

Efforts have been made over the past years to develop data production and analysis processes that promote a comprehensive understanding of humanitarian need around the world. However, the complex operational contexts associated with humanitarian settings introduces unique scientific challenges for the implementation of standard research practices, especially for established survey methods. Specifically, inaccessibility and time sensitivity, working with highly vulnerable populations, and the lack of reliable and up-to-date secondary data sources, present specific challenges to primary research in these contexts.

Despite these challenges, IMPACT, using over a decade of field research work in over 30 countries, has generated a considerable number of lessons learned, comprehensive internal guidance and tools for several key flagship assessments, and guidelines for the implementation of different stages of the research cycle, including research design, data processing and analysis, and drafting of information products. More generally, IMPACT's work has been built over time, by adapting standardised, established social research methods to the challenging environments it operates in, to meet the specific information needs of aid actors and decision-makers in humanitarian contexts.

To capitalize on this experience and allow partners to benefit from it, IMPACT will be producing a Massive Open Online Course (MOOC) over the course of 2024 and 2025. The MOOC aims to strengthen the existing capacity of the humanitarian data workforce (including data and analysis professionals within IMPACT's multiple country teams), and further, aims to attract new professionals, with highly valuable, transferable, and much needed skills from industries that are at the forefront of the data revolution. It should help individuals conducting research in humanitarian contexts to strengthen base knowledge and skills to implement field research in various contexts, and thus enable them to function more effectively in their roles in the humanitarian sector

Objectives of the Consultancy

Building on an initial set of materials that have been developed and gathered recently for the IMPACT MOOC on applied quantitative research in complex contexts, the consultant will utilize his/ her knowledge and expertise to expand inputs into a set of videos that can be utilized as learning tools for the wider purpose of IMPACT’s research learning workstream.

The consultant will perform the following:

- **Develop a set of videos, based on existing video scripts and raw video footage**, each outlining a specific best practice or common challenge for applied quantitative research and aligning with existing content developed for the MOOC.
 - Videos are between 3 and 7 minutes in length and consist mainly of video footage of staff in talking head format. In addition, some teams have provided b-roll in the form of fotos or videos and some videos may require the creation of basic animated visuals or text. An example video will be provided for reference.
- **Develop detailed guidance notes on video production for use in e-learning for adults**, aligning with the needs of the IMPACT research department L&D workstream as well as taking into account the needs of other IMPACT teams at global level.
- **Deliver a training to relevant IMPACT staff on key do’s and don’ts for video production** with the aim of supporting building IMPACT’s capacity to produce higher-quality videos for adult learning events.

The consultant will work closely with the IMPACT Research Department, especially the Associate Research Manager for Learning and Development. The consultant will be based remotely for the duration of this work. If the consultant is based in or around Geneva, the possibility to come to IMPACT’s offices in Geneva for meetings and/or to collaborate more closely with relevant staff can be discussed.

Expected deliverables

The consultant shall provide IMPACT with the following deliverables:

1. **12 completed and compressed short videos** aligning with existing video scripts and MOOC content including:
 - a. Subtitles in English
 - b. Transcripts in English (and French if applicable)
2. **Instructor notes** for video production in premiere pro and for video production for e-learning content targeting adult learners.
3. **Power point slides or alternative presentation** highlighting key do’s and don’ts for video production for e-learning content targeting adult learners.

Duration

This assignment is planned to be accomplished within up to **25** working days, with a preferred starting date between 28th October – 4th November 2024.

The following schedule and deliverables are suggested:

Deliverables	Schedule
Consultancy kick off meeting	0.5 day
Review of relevant documentation and submit work plan and any other additional documentation requirements	0.5 day
Develop instructional videos based on existing scripts and video / photo inputs in adobe premiere pro	17-22 days (total) 15-19 days video development + 2-3 days integration of feedback
Develop instructional material covering: - Common challenges and best practices when using adobe premiere pro for short	1-2 days

<p>instructional video design</p> <ul style="list-style-type: none"> - Do's and don'ts of video design for e-learning purposes <p>Deliver instructional material to the IMPACT research department L&D staff, IMPACT global comms and advocacy team, IMPACT global L&D team and other interested staff.</p> <ul style="list-style-type: none"> - Deliver verbal presentation - Hand over slides and one-pager on do's and don'ts 	
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Expertise Requirements

The consultant(s) should have the following background:

- Experience working with Adobe Premiere Pro for video production
- Experience working with Adobe Audition for minor sound editing
- Experience working with Arctime pro to produce video subtitles an asset
- Experience with instructional design and the development of learning materials for adult professional audiences, preferably in the humanitarian or development sector
- Experience with designing or implementing trainings that engage learners, meet learning objectives and improve overall job performance, an asset
- Fluency in English required; proficiency in French an asset
- Ability to communicate clearly and effectively, especially in a multi-cultural work environment
- Ability to manage time and resources effectively in order to produce timely, high-quality work

Application Requirements

Interested candidates should submit their application to aletta.buehler@impact-initiatives.org together with the following:

- CV
- A technical proposition, including timeline for required deliverables
- A financial proposition, in USD, outlining the estimated number of man/days for each activity outlined below.
- Summary of relevant experiences (at least three) and accompanying references if possible
- Proof of registration as a consultant and completed supplier's questionnaire and ethical declaration

The selection criteria for applicants comprises of the following:

- Overall relevance of past experience and (if applicable) relevance of proposed team (6 points)
- Relevance of technical proposition (5 points)
- Financial proposition (6 points)
- Demonstrated understanding of the consultancy ToR and required deliverables (3 points)

Additional details

Taxation and Registration

- Please note that the consultancy firm or independent consultant will have to provide proof of registration, comply with all government rules, and will be responsible for government taxes.

Travel to Geneva:

- Any travel to and from Geneva requested by IMPACT (if any) will be paid directly by IMPACT and does not need to be included in the offer. Note that IMPACT will not cover any other cost such as food and per diem.. At the moment, no travels to Geneva are foreseen under this consultancy.

Field mission arrangements:

- Apart from trip(s) to Geneva, no field missions are foreseen under this consultancy.