



Scope of Work

Promotional Video Consultant

PROJECT OVERVIEW

[Rise Up](#) activates women and girls to transform their lives, families and communities for a more just and equitable world through investment in local solutions, strengthening leadership, and building movements. Since 2009, our powerful network of over 500 leaders has directly benefited 7 million girls, youth, and women, advocating for over 100 laws and policies impacting 115 million people in Africa, Latin America, South Asia, and the US. Rise Up is based at the Public Health Institute in Oakland, CA.

Rise Up is looking for a professional director/producer/videographer to create a 3-5min organization promotional video that highlights the work and impact of the organization. The video will tell the story of Rise Up's mission, vision and program impacts by weaving together interviews, b-roll, and archival footage as relevant. The video will illustrate the power of our work and how it leads to positive exponential change for women and girls around the world. The final product will be used in a variety of settings and on different platforms to increase visibility, engage on-line audiences, funders and other stakeholders in Rise Up's global work, and inspire them to join us in activating girls and women for a more just and equitable world. The promo video will be developed in close collaboration with the Executive Director and the Director of Operations. The project will adhere to a tight timeline and production schedule and is scheduled for completion by June 30, 2018. The successful candidate will have experience working in the global nonprofit sector and have demonstrated production and post production skills. Travel to Rise Up project countries may be required.

Qualifications

- 5-7+ years of relevant documentary filmmaking experience
- Extensive understanding of entire filmmaking process, from both technical and creative points of view
- Exceptional artistic vision and creative skills
- Access to necessary production and post production equipment
- High attention to detail
- Ability to make smart and informed decisions
- Ability to successfully lead a project with tight timelines
- Ability to effectively delegate and collaborate with others
- Excellent communication and interpersonal skills
- Calm and clear thinking under pressure of a deadline
- Understanding of and commitment to women and girls' issues around the world

Scope of Work

1. Preproduction

- Participate in weekly team calls to review and generate video production plan
- Develop storyline including storyboard, shot list, equipment list, interview schedules, interview questions
- Create a plan around use of music, titles, narration, animation (if needed)

- Review archival footage as relevant
 - Develop timeline for project completion
 - Create distribution plan for video release, social media strategy and possible event screenings
- 2. Production**
- Lead implementation of the agreed upon production plan
 - Coordinate all necessary logistics and interviews with Rise Up staff, country representatives and participants
 - Travel to Rise Up focus countries to shoot necessary b-roll / interviews
 - Film and capture all necessary footage to complete the project
- 3. Post Production**
- Edit the film using industry standard editing system
 - Mix sound, add music & titles
 - Present and review a rough cut to solicit feedback and make first round changes
 - Incorporate feedback/suggestions and develop a final product
 - Upload product to various media sites as set forth in the distribution plan
 - Deliver all relevant footage - log and label all project footage and save it to an external hard drive
 - Submit a full copy of the final project and all raw footage files on a suitable hard drive - the video should be delivered in various formats including MOV, AVI and WMV to be easily uploaded to YouTube and shared via social media

Please review the scope of work and if interested, send an email to lgomezbarris@riseuptogether.org by **May 7, 2018** with the following information. We will contact you via email if we are interested to schedule an initial phone call.

- RESUME/CV: add your full contact information and relevant experience
- COVER LETTER: describe your relevant experience for the project per the above SOW
- PREVIOUS WORK: include 3-5 links to example projects
- REFERENCES: provide names and contact information for up to three references who can speak to your experience
- FEE FOR SERVICE: provide a range of cost with the number of hours and other proposed costs you estimate this project will take. Travel costs can be discussed during interview phase.