

## Terms of Reference

### **CONSULTANT: CONTENT DEVELOPER AND WRITER**

#### **Introduction**

The Ministry of Economic Development & Trade (MEDT) is seeking a qualified Content Developer and Writer to develop and manage all multimedia content, including video production, motion graphics, animations, and digital storytelling. The consultant will be responsible for creating high-quality visual content that supports the Ministry's ongoing programs, public awareness campaigns, and official communications, ensuring alignment with our objectives and public engagement strategies.

#### **Scope of work**

The consultant will work closely with the MEDT team to perform the following tasks:

- Plan, shoot, and edit video content for Ministry campaigns, public service announcements (PSAs), press releases, and official events.
- Create motion graphics, animations, and visual presentations to enhance public communication efforts.
- Develop storyboards, scripts, and visual concepts for ministry campaigns and events
- Provide creative direction for multimedia content that effectively conveys Ministry's policies, programs, and initiatives.
- Collaborate with internal departments to produce high-quality visual content for social media, websites, and public events.

#### **Qualification & Skills**

Education & Experience:

- Bachelor's degree in Multimedia Production, Film/Video Production, Communications, Graphic Design, or a related field.
- Minimum of **1-2 years** of experience in video production, motion graphics, and digital media, preferably in government, public sector, or corporate setting.

Technical Skills:

- Proficiency in Adobe Creative Suite
- Experience with video editing, color correction, and motion graphics.
- Familiarity with camera operation, lighting, and audio equipment.
- Knowledge of 2D/3D animation tools (e.g., Blender, Cinema 4D) is an advantage

Soft Skills:

- Strong storytelling and creative problem-solving abilities.
- Excellent communication and project management skills.
- Ability to work under tight deadlines and handle multiple projects simultaneously.
- Strong attention to detail and adherence to government communication standards.

**Duration of Consultancy**

- 12 calendar months, subject to extension

**Working hours**

- 0800-1600hrs, weekdays
- The selected applicant may be required to work outside of the above working hours occasionally during the term of the consultancy.

**Remuneration**

Rf 30,000 per month (inclusive of all benefits)

**Recruitment process**

Applicants interested in providing the services are required to submit their CV, certificates and other relevant information demonstrating his/her qualification and experience in the area