

TERMS OF REFERENCE

Multimedia Developer

The EU Access to Sustainable Energy Programme (ASEP) TA is seeking the services of a professional multimedia developer with extensive and verifiable experience in developing audio-visual materials and animation videos using state-of-the art software and facilities.

The multimedia developer will assist ASEP in developing an animated video material on the benefits of using LED lights to help promote energy efficiency.

Tasks and Activities:

Under the supervision of the EU ASEP TA key and non-key experts, the multimedia developer will undertake the following tasks:

- Develop and prepare a storyboard and script based on the content mutually agreed on between the outfit and ASEP energy efficiency experts, in consultation with the Department of Energy (DOE);
- Conceptualize and develop motion graphics design, animation and editing for the video/animation products;
- Undertake video production and post-production, including managing media for Final Cut Pro, After FX, Pro Tools and related motion graphics and animation software;
- Develop a 5-minute animated video material;
- Produce an edit down of the 5-minute video for uploading in other formats such as but not limited to social media channels and presentations. Two 2-minute edit down videos shall be produced from the original video;
- Finalize the videos as according to the feedback provided by EU ASEP TA key and non-key experts, appropriate Department of Energy and EU Delegation officials.

Skills, experience and qualifications required:

- Minimum of 5 years of professional video and audio editing experience
- Skilled in motion graphics design, animation and video production
- Skilled in the following industry tools: Final Cut Pro, After FX, Pro Tools and other professional post-production software
- Experience in digitizing and video streaming for the web and other multimedia services
- Ability to operate the video/animation production and editing equipment
- Ability to edit materials from a culturally sensitive perspective
- Willingness to work in a multi-cultural environment in a cooperative and professional manner, including observance of EU branding and product clearance procedures
- Professional work ethic, integrity, and initiative
- Knowledge of energy efficiency issues preferred but not required
- Advanced graphic design and typography skills coupled with the ability to weave a meaningful and compelling story
- Artistic vision with a can-do attitude and the skills to back it up
- Self-motivated, highly organized, collaborative, and able to create in a fast-paced and growing environment

- Work effectively with minimal crew in pursuit of creative excellence
- Exceptional communication skills, tact, and diplomacy
- Remain current on industry trends and styles, able to integrate new technique and/or technology when appropriate
- Proficiency in Mac platform, Non-linear editing - Adobe Premier, Audition, Photoshop, Final Cut Pro, 2D/3D motion graphics – After Effects, HTML5, Flash (animation, composition, VFX, title sequencing is a plus) Color grading – Color or equivalent software
- Post-production workflows, appropriate media formats, and optimizing video for various outputs.

Assignment Duration:

The total assignment duration will be for fifteen (15) days.

Expected Outputs and Date of Submission

The expected output will be:

- The final master video 5 minute HD video material or an animated video material on the use of LED lighting (English but with Filipino sub titles)
- Two 2-minute edit down video materials or an animated video material on the use of LED lighting
- Raw materials/ raw footages
- Expected date of submission of final output is 15 November 2018.

Reporting:

The successful video outfit will administratively be under the overall supervision of the EU ASEP TA key experts, and work collaboratively with concerned non-key experts.

Intellectual Property:

All information and media pertaining to this assignment (documentary, digital, cyber, project documents, and others) belonging to EU ASEP TA, which the multimedia developer may encounter in the performance of his/her duties shall remain the property of EU ASEP TA.

EU ASEP TA shall have exclusive rights over the use of any generated media and photographs. All existing and generated information and media shall not be disclosed to the public nor used for whatever purpose without written permission of EU ASEP TA in line with national and International copyright laws and statutes applicable.

Communication and Visibility Measures:

The multimedia developer should ensure that the EU, the DoE/Philippines Government, the ASEP programme and its affiliates are appropriately reflected and acknowledged prior, during, and after the assignment.

Communication and visibility guidelines can be found at:

http://ec.europa.eu/europeaid/work/visibility/index_en.htm