

Terms of Reference (TOR)

Consultancy for Production of Organizational Feature Stories

1. About ICS SP

Investing in Children and their Societies (ICS SP) works to raise awareness, increase understanding, develop solutions, implement, and inspire actions that create safe and nurturing environments where children reach their full developmental potential. In collaboration with communities, partners, and government, ICS SP co-designs and implements evidence-informed interventions that promote positive child development and prevent violence in families, schools, and communities. More at www.icsafrica-sp.org

2. Background

Across Kenya, ICS SP implements programs that promote Early Childhood Development (ECD), strengthen positive parenting, prevent child labour violence against children, and promote learning outcomes. While these themes are diverse, they are united by a single vision: ensuring that children grow up in safe, nurturing environments.

To effectively communicate these priorities and outcomes, ICS SP seeks to produce short form feature stories that combine strong narratives, visual impact, and community voices. These stories will be disseminated across traditional and digital platforms to inform, inspire, and influence a wide range of stakeholders.

3. Purpose of the Assignment

The consultancy will produce compelling short form feature story adverts that document ICS SP's work across its thematic areas, inspire action, and strengthen ICS SP's public engagement, advocacy, and stakeholder visibility and financial resourcing.

4. Scope of Work

The consultant/production firm will be responsible for full-cycle development of multi-thematic feature stories, structured into three phases:

Phase 1: Pre-Production

- ❖ Desk research and alignment with ICS SP thematic leads (ECD, parenting, child labour prevention, violence prevention).
- ❖ Development of a concept note, discussion/ interview guides for story arc(s), and storyboard.
- ❖ Identification and vetting of characters/subjects (caregivers, learners' adolescent parents, community champions, ECD teachers, survivors where ethical).
- ❖ Ethical approvals, safeguarding consent, and field preparation.
- ❖ Share a production plan

Phase 2: Production (1 day per location)

- ❖ Filming in Western Kenya (Kisumu, Busia, Nairobi, Kiambu Kakamega, Siaya, Nyamira and Garissa with possible expansion to additional project sites).
- ❖ Capture of interviews, case studies, FGDs, Parenting sessions, and community practices that illustrate program impact.
- ❖ Record supporting visuals (home, school, and community environments).

Phase 3: Post-Production and Campaign Deployment

- ❖ Editing and packaging of final desktop (4 min) and mobile (2.5 min) versions.
- ❖ Production of 3–4 teaser clips (30–60s) for TikTok, Instagram Reels, and Facebook Stories.
- ❖ Integration of subtitles in English, captions, and music
- ❖ Narration voice overs where required
- ❖ Preparation of high-quality still photos for campaigns.
- ❖ Development and deployment of a 3-month campaign plan across:
 - ❖ Legacy media (TV, radio, press)
 - ❖ Digital media (LinkedIn, Facebook, Instagram, TikTok, YouTube)

5. Deliverables

- ❖ Inception report with concept note, storyboard, and safeguarding plan
- ❖ One feature story per thematic area (ECD, Parenting, Child Labour and CDW Prevention, VAC prevention, and Quality Education), each in 4-min desktop and 2.5-min mobile versions.
- ❖ 3–4 short social media teasers per theme suitable for respective social media platforms.
- ❖ A consolidated 3-month dissemination plan.
- ❖ Photo bank of at least 50 high-quality images across themes.
- ❖ Raw footage and audio files

6. Timelines

The assignment will run in September 2025, structured as:

Pre-production: 1–2 weeks

Production (filming): 2 days per location

Post-production: 2–3 weeks

Social Media Teaser- 1week

Campaign Deployment: 3 months (October–December 2025)

***N/B:** a) Assignment timelines will be discussed and adjusted during inception b) Logistical support budget will be discussed during inception.*

7. Ethical Considerations

- a. Sign and adhere to ICS SP's child safeguarding and PSEA standards.
- b. Secure informed consent from participants, especially children and guardians.
- c. Ensure confidentiality and anonymization when needed.

- d. Apply a dignified, trauma-informed storytelling approach.

8. Intellectual Property

All intellectual property, including raw footage and final outputs, will remain with ICS SP. Consultants may only use excerpts with prior written permission.

9. Consultant Qualifications

- We are seeking a dynamic documentation consultancy team/ individuals based in Kenya with Education and expertise in digital media, communications, and advocacy, passionate about storytelling and Strong technical expertise in videography, editing, and digital Campaigns. Experienced in working with children and communities, flexible to travel to project sites, and able to collaborate effectively with internal teams while staying attuned to emerging social media trends.
- Proven experience (5+ years) producing short-form advocacy/feature stories.
- Demonstrated ability to ethically portray sensitive child protection issues.
- Experience producing content for NGOs or social impact organizations.
- Ability to deliver high-quality outputs within tight timelines.

10. Application Process

Interested consultants/firms should submit:

- a. Technical proposal (max 5 pages) detailing understanding, methodology, and workplan.
- b. Financial proposal with an itemized budget. Including travel logistics, translation costs
- c. Profiles of key staff and relevant experience.
- d. 2–3 samples of similar past work.

NB: ICS SP has allocated limited funds for this consultancy. Applicants are encouraged to submit cost-effective budgets.

Deadline for submission: 18th September 2025. Applications will be reviewed on rolling basis, and we have the right to close before this date as soon as we have received sufficient applications

Submissions to icsro@icsafrica.org with subject line Feature Story Consultancy – ICS SP Feature Stories

ICS SP absolute priority is protecting children, vulnerable communities, and our own staff. We have zero tolerance of incidents of violence or abuse against children and other people in the communities we serve, either committed by our staff or others connected to our work. Successful applicants will be required to sign and adhere to our safeguarding, child protection and prevention of sexual exploitation and abuse (PSEA) code of conduct and policies.

By applying for this role, you agree to necessary background checks and safeguarding procedures.