# Terms of Reference

## Videographer and Photographer

### Background

Packleader Pacific Limited is part of the Packleader Group. It was established in Fiji in 2013 and employs approximately 360 staff. Due to its large portfolio of services and strong roots in Australia, the company has established itself as a market leader in the Asia-Pacific region. Packleader is now embarking on the expansion of its services to the USA market segment as part of its growth plan.

We are seeking a company or an individual to produce a short video and high-resolution photographs that can be used in various communications platforms, including the Packleader website. These media productions are to showcase the BPO services of Packleader to potential US based clients.

### Scope of work and key deliverables

The scope of services, related activities, and deliverables are given below. The consultant will work closely with Packleader throughout the engagement. Changes to this TOR, if required, will be agreed jointly by the consultant and Packleader.

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| --- | --- | --- |
| Scope of Work | Deliverable | Days  |
| Step 1:Video shooting and editing  | * Produce a short video of approximately 5 minutes in length in 1080p (HD) resolution in MP4 or equivalent format.
* Showcase Packleader’s track record, service offerings, and client testimonials.
* Include narration and English subtitles with full usage rights for music used (or music for which copyright has been granted).
 | Up to 10 days (5 days for principal shooting and 5 days for editing and other post-production requirements)  |
| Step 2:Photography  | * At least 50 high resolution (300dpi), edited and captioned photographs in RAW and JPEG formats.
* Showcase Packleader’s office environment and staff (groups and individuals).
 | Up to 10 days (5 days for principal photography 5 days for editing and captioning of the images)  |
| Step 3: Review by Packleader and final changes  | * Packleader to provide a review of the completed deliverables and the Consultant finalizes and signs off on the work completed
 | Up to 3 days  |
| Total  |  | 23 days  |

### Key selection criteria: Experience and qualifications

The candidate(s) should demonstrate meeting the following selection criteria:

* Significant portfolio with 5 years of proven experience in Videography and Photography, including;
	+ Experience in producing promotional and explainer videos;
	+ Experience with building video animations;
	+ Experience in corporate photography;
* Access to reputable voiceover personnel;
* Excellent communication skills and fluency in English;
* Desired: basic knowledge of the outsourcing industry and understanding of end-users.

### Duration and contracting details

The total duration of the assignment is for 23 working days. Once the candidate is selected, Packleader will agree with the consultant on the distribution of the total working days per each deliverable prior to the assignment.

### Queries and application process

The candidate or the company are required to submit:

* For individuals: a detailed resume (CV) of a consultant or for the companies: resumes / CVs of the developers(s) recommended for this engagement;
* A cover letter addressing the key selection criteria supported with relevant experience;
* A succinct workplan and financial proposal related to this assignment, including, but not limited to: daily fees combined with the planned work output.

Interested applicants may direct their question(s) via e-mail to luke.wyley@packleaderpacific.com  to gain further clarifications about the scope of the work and overall assignment.