TERMS OF REFERENCE

For Consulting Services (Individual Consultant)

Video Content Production Specialist for Higher education, Science and Innovation

Procurement No. MOES-C1-COM-IC-10

Ukraine Improving Higher Education for Results Project

World Bank Loan No. 9238-UA

I. BACKGROUND

Ukraine and the International Bank for Reconstruction and Development (hereinafter referred to as the "IBRD" or the "World Bank") signed Loan Agreement No. 9238-UA in the amount of USD 200 million to implement the Ukraine Improving Higher Education for Results Project (hereinafter referred to as the "Project"). The Project is implemented in Ukraine by the Ministry of Education and Science of Ukraine (MoES) with support from the World Bank Group. The Project implementation period is 2021–2027.

The Project Development Objective (PDO) is to improve efficiency, enhance conditions for quality assurance, and strengthen transparency in Ukraine's higher education system.

The Project consists of six components:

- Component 1: Sector-wide improvements in governance, financing, quality, and transparency;
- Component 2: Consolidation and partnerships to improve efficiency and quality;
- Component 3: Capacity building and improvement of the learning environment;
- Component 4: Project management, monitoring, and evaluation;
- Component 5: Support for academic and social scholarships for higher education students;
- Component 6: Contingent Emergency Response Component (CERC).

The Project will finance two categories of expenditures:

(i) investments in goods, works, and services, reimbursed according to eligible expenditures;

(ii) budget transfers under disbursement-linked indicators, reimbursed according to eligible expenditures subject to achievement of specific results defined in the Loan Agreement and the Project Operational Manual.

Further information about the Project is available at: https://projects.worldbank.org/en/projects-operations/project-detail/P171050.

The Ministry of Education and Science of Ukraine (MoES) implements state policy in the fields of science, research, scientific and technological development, and innovation. The Ministry is implementing a range of initiatives aimed at developing Ukrainian higher

education and science, supporting researchers, modernizing research infrastructure and higher education institutions, strengthening cooperation between education, science, and business, advancing university research, and integrating Ukraine into the European and global education and research areas.

Strengthening communications in higher education, science, and innovation is an important area of MoES activities.

Ukrainian higher education is critically important for developing human capital and providing the skills and knowledge required for the country's recovery, particularly in priority fields of study.

Ukrainian researchers, universities, and research institutions develop research outputs, technologies, and innovations with practical applications in the economy, medicine, energy, defense, industry, agriculture, digital technologies, and other sectors.

There is an urgent need to promote engineering, technical, and natural science disciplines and raise public awareness of these fields. At the same time, a significant share of existing scientific achievements remains largely unknown outside professional communities. Modern visual content is therefore essential.

Another area of communication concerns government programs and instruments supporting science and innovation, research infrastructure development, university modernization projects, cooperation between education, science, and business, support for young scientists and researchers, international scientific cooperation, and other state policy priorities in higher education, science, and innovation.

To ensure the systematic production of such content, MoES requires a Video Content Production Specialist working directly in the field of higher education, science and innovation.

II. OBJECTIVE

The objective of this assignment is to ensure the systematic production of modern, high-quality video content about Ukrainian higher education, science, and innovation for the official communication channels of the Ministry of Education and Science of Ukraine.

The Specialist will be responsible for the full video production cycle, from preparation and on-location filming to editing, post-production, and preparing materials for publication.

The video content should present Ukrainian higher education and science through specific individuals, research projects, technologies, and results; explain complex scientific topics in accessible language; and demonstrate the practical significance of research and public investment in science and innovation.

Photo and video content will also help increase the visibility of investments, explain admission opportunities, support higher education management programs, and promote partnerships between higher education institutions and employers.

Content will be produced for the MoES website, Facebook, Instagram, Telegram, YouTube, and other official digital channels, as well as, where necessary, for media outlets, events, presentations, and communications with international partners.

III. MAIN THEMATIC AREAS

The Specialist will produce video content covering, among other topics:

- Results of Ukrainian scientific research and development;
- Scientific and research teams;
- Young scientists and researchers;
- Technologies and innovations and their practical applications;
- Laboratories, research centers, and scientific equipment;
- Development and modernization of research infrastructure;
- University-based research;
- The CampeX project and the development of Campuses of Excellence;
- Cooperation between science and business;
- Commercialization of research results;
- Applied research and scientific and technological developments;
- Government programs, competitions, and instruments supporting science;
- The National System of Researchers;
- Activities of the National Research Foundation of Ukraine;
- International scientific and technological cooperation;
- Ukraine's integration into the European Research Area;
- Stories of Ukrainian scientists and research teams;
- Opportunities for applicants to higher education institutions;
- University infrastructure;
- Support for higher education management programs;
- Other priority topics in higher education, science, and innovation identified by MoES.

Specific topics, featured individuals, locations, and news opportunities will be determined by MoES in accordance with its communication plan and current needs.

IV. SCOPE OF SERVICES

The Consultant shall ensure the full cycle of video content production in the field of higher education, science and innovation.

The main responsibilities include:

1. Pre-production

- Participating in video content planning together with the communications team;
- Reviewing the subject matter, featured individuals, and filming locations;
- Participating in the development of video concepts and structures;
- Preparing filming plans and shot lists;
- Identifying the equipment required for each format and filming environment;
- Preparing technically for filming in laboratories, universities, research institutions, enterprises, and other locations.

Content materials, key messages, factual information, and the main interview questions will be provided or approved by the responsible Communications Manager.

2. Video filming

- Professional filming of interviews;
- Filming researchers and scientific teams in their working environments;
- Filming laboratories, university and research infrastructure, and equipment;
- Filming experiments, research activities, and technological processes;
- Demonstrating scientific developments and research results;
- Filming university and research facilities;
- Filming production facilities for content on science–business cooperation;
- Event and reportage filming;
- Filming speeches, presentations, discussions, meetings, and other public events;
- Recording comments from MoES leadership and representatives, higher education institutions, research institutions, businesses, and partner organizations;
- Ensuring high-quality sound recording during interviews and other filming activities;
- Managing lighting and shot composition according to the conditions of each location.

3. Post-production

The Specialist shall be responsible for:

- Selecting recorded footage;
- Video editing;
- Color correction and grading;
- Audio processing and mixing;
- Basic sound design;
- Adding music in compliance with copyright requirements;
- Creating and integrating titles;
- Preparing subtitles;
- Basic animation and motion graphics;
- Integrating logos, infographics, and other graphic elements;
- Adapting videos technically for different platforms;
- Implementing revisions following content review and approval.

4. Rapid-response content

A separate area of responsibility is the rapid production of video content in response to MoES communication needs and news opportunities.

The Specialist shall be prepared to film and promptly edit materials covering:

- Events;
- Presentations;
- Program launches;
- Openings of laboratories and research facilities;
- Working visits;
- Meetings with researchers and businesses;
- International events;
- Document signing ceremonies;
- Other events related to higher education, science, and innovation.

Where necessary, short video materials shall be prepared for publication on the day of the event.

V. GEOGRAPHICAL COVERAGE OF FILMING

The primary location for the provision of services shall be Kyiv.

However, a significant share of video content will be produced directly at locations where Ukrainian researchers work and scientific and innovation projects are implemented.

Regular travel to different regions of Ukraine is expected for filming at:

- Higher education institutions;
- Research institutions;
- Laboratories;
- Research centers;
- University campuses;
- Innovation centers;
- Enterprises;
- Other locations related to the implementation of higher education, science, and innovation projects.

Filming in areas with elevated security risks shall be carried out only upon separate approval and in compliance with established safety requirements.

Willingness to undertake regular business trips is an important component of this assignment.

VI. TECHNICAL REQUIREMENTS

The Specialist must be proficient in using professional or semi-professional video equipment and ensure that the resulting materials meet the quality standards required for MoES official digital channels.

Basic requirements include:

- Video recording at a minimum resolution of 4K;
- Professional audio recording;
- Use of lavalier and/or directional microphones;
- Working with continuous and portable lighting equipment;
- Use of tripods and stabilizers;
- Ability to produce both horizontal and vertical video content;
- Professional video editing;
- Color correction;
- Audio processing;
- Subtitle creation;
- Basic motion design;
- Preparation of materials in 16:9, 9:16, and, where required, 1:1 formats.

Specific technical parameters may be determined separately depending on the format and intended distribution channel.

VII. WORK ORGANIZATION

The Specialist shall work in continuous coordination with the responsible MoES Communications Managers.

Communications Managers shall determine:

- Priority topics;
- News opportunities;
- Featured individuals;
- Key messages;
- The proposed structure of materials;
- Publication channels and deadlines.

The Specialist shall be responsible for the professional visual implementation of assigned tasks, organization of filming processes, technical quality of materials, and post-production.

The assignment involves simultaneously managing planned video projects and responding promptly to ongoing communication needs.

VIII. STORAGE AND HANDOVER OF MATERIALS

All materials produced under this assignment shall be systematically organized and transferred to MoES.

The Specialist shall ensure:

- Preservation of original video files;
- Organization of materials by topic, date, project, institution, and featured individual;
- Delivery of final video versions;
- Delivery of materials adapted for social media;
- Delivery of subtitles;
- Provision of source materials and editing project files upon request;
- Establishment of a structured video archive.

The economic rights to materials produced under the contract shall be transferred to the Client in accordance with the contractual provisions.

IX. REPORTING

The Consultant will be accountable to and report to the Project Coordinator (Co-Coordinator). The Consultant will coordinate their activities with the Project Manager – Head of the Consultants' Team.

The Consultant will submit monthly reports in hard copy. The reports must describe the services provided by the Consultant during the reporting period.

Reports may include:

- A list of filming activities conducted;
- A list of video materials produced;
- Information on prepared adaptations;
- A list of business trips;
- Information on materials delivered;
- Other results achieved during the reporting period.

X. QUALIFICATION REQUIREMENTS

Minimum requirements

- At least three years of professional experience in video filming and video content production;
- Demonstrated experience in independently conducting video shoots;
- Experience in video editing;
- Proficiency in professional video editing software, such as Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve, or equivalent;
- Knowledge of the fundamentals of color correction and audio processing;
- Experience working with professional or semi-professional cameras;
- Skills in lighting and audio recording equipment;
- Experience creating content for social media;
- Ability to independently organize filming processes;

- Ability to work under tight deadlines;
- Willingness to travel regularly within Ukraine;
- Fluency in Ukrainian.

Desirable qualifications

- Experience producing videos on higher education, science, technology, innovation, or other complex professional topics;
- Experience working with government institutions, international organizations, civil society organizations, or media outlets;
- Experience in documentary or reportage filming;
- Experience producing interviews;
- Storytelling skills;
- Basic motion design skills;
- Experience using After Effects or similar software;
- Experience producing vertical video content;
- Understanding of YouTube, Instagram, Facebook, Telegram, and other digital platforms;
- Knowledge of English would be an advantage.

XI. PORTFOLIO

Candidates shall submit a portfolio containing examples of their work.

Preferably, the portfolio should include at least five video samples demonstrating:

- Interviews;
- Reportage filming;
- Work with featured individuals;
- Filming processes or technologies;
- Short-form social media content;
- Editing and post-production.

The candidate's specific role in producing each sample must be clearly indicated.

XII. PERIOD AND LOCATION OF EMPLOYMENT

The Consultant shall provide services until June 30, 2027, with the possibility of extension until the end of the Project.

The Consultant shall render services under the contract on a continuous basis for the duration of its term, at a level of commitment equivalent to full-time engagement, in a scope necessary to duly perform the tasks set forth in the Terms of Reference. The Client and the Consultant may, at any time, mutually agree to adjust the workload in accordance with the actual volume of tasks. Particular contract and work mode modalities are subject to negotiations.

Regular business trips to other regions of Ukraine are also envisaged to support the implementation of the Project, in accordance with the approved filming schedule and operational communication needs.

The working arrangements shall involve continuous interaction with the MoES communications team responsible for higher education, science and innovation.

The Consultant may also provide services remotely; however, upon the Client's request, the Consultant shall report to and/or provide services at the Client's premises as soon as possible.

Contractual terms and the service delivery schedule shall be subject to pre-contract negotiations.

XIII. APPLICATION PACKAGE

Interested persons should submit their CVs in Ukrainian and English at the following email address: oleksandr.radchenko@uiherp.org indicating the email's subject: "MOES-C1-COM-IC-10: [NAME]".

The deadline for submission of applications is 11:00 am Kyiv time on November 23, 2026.

If the Consultant fails to provide CVs in both languages, the Client reserves the right to reject the Consultant's application.