

## TERMS OF REFERENCE

### ORGANISATION, PRODUCTION, AND MANAGEMENT OF A MUSIC VIDEO SERIES FOR THE PROMOTION OF GAMBIAN TOURISM THROUGH ITS REACH CULTURAL DIVERSITY ON SOCIAL MEDIA PLATFORMS

#### 1.0 Project Background

The International Trade Centre (ITC), a joint agency of the United Nations (UN) and the World Trade Organization (WTO), supports the internationalization of small and medium-sized enterprises (SMEs). Based in Geneva, Switzerland, ITC is implementing the EU Youth Empowerment Project (YEP) focused on the Tourism and Creative Industries in The Gambia. This project aims to enhance the competitiveness, inclusiveness, and sustainability of these sectors through three specific objectives: improving the business environment, enhancing investment and market access, and boosting MSMEs' competitiveness.

Key actions include streamlining creative industry regulations, strengthening business support institutions, enhancing branding and marketing, creating market linkages, building MSME capacities for sustainable tourism, and improving skills for youth and women. The project addresses challenges such as weak coordination, skill gaps, climate vulnerability, and limited market diversification. Funded by the EU for 56 months, the project empowers youth and women, promotes job creation, and fosters skills development, targeting MSMEs and various public and private sector institutions.

The Gambia, known for its rich Culture and vibrant musical traditions, has a unique opportunity to leverage its creative arts sector to promote tourism. Music, as a universal language, offers a powerful medium to showcase the country's heritage, identity, and diversity. In an increasingly digital world, social media platforms offer the most effective channels for reaching global audiences.

This activity aims to produce a high-quality music video series featuring performances by emerging Gambian artists in a studio setting, representing traditional, contemporary, and classical musical genres. The series will be strategically used to promote The Gambia's cultural richness and tourism appeal across digital and social media platforms.

#### 2.0 Objective

The objective is to conceptualize, organize, produce, and manage a professionally crafted music video series featuring studio-recorded performances by emerging Gambian artists, with the aim of promoting The Gambia's cultural diversity and enhancing its image as a tourism destination through targeted social media engagement.

### 3.0 Scope of Work

The selected production firm will be responsible for the complete execution of the activity, including:

#### 3.1 Planning and Coordination

- Develop a detailed production plan and timeline.
- Identify and curate a diverse selection of emerging Gambian artists across musical genres.
- Coordinate with relevant stakeholders, including the Ministry of Tourism and Culture, The Gambia Tourism Board (GTBOARD), National Centre for Arts and Culture (NCAC), and local creative communities.

#### 3.2 Studio Production

- Coach and mentor selected Gambian emerging artists prior to production.
- Conduct professional studio recordings of artist performances.
- Ensure high-quality audio and video capture using industry-standard equipment.
- Integrate visual elements that reflect Gambian culture, including traditional attire, instruments, and language.

#### 3.3 Post-production

- Edit, master, and finalize each video for digital and social media distribution.
- Add subtitles (where necessary), tourism branding, and promotional messaging.
- Ensure versions are optimised for platforms such as YouTube, Instagram, Facebook, and TikTok.

#### 3.4 Promotion and Distribution

- Develop promotional assets including short teasers, graphics, and banners.
- Execute a rollout plan for publishing and promoting content on relevant platforms.
- Engage influencers and media partners to boost visibility.

### 4.0 Expected Deliverables

- Inception Report, including production plan, artist selection list, and implementation timeline.
- Music Video Series, minimum of ten (10) fully produced studio music videos.
- Promotional Materials, including teasers, social media graphics, and branded content.
- Social Media Rollout Strategy, including content calendar, platform-specific plans, and key messaging.
- Final Project Report, documenting project execution, outcomes, lessons learned, and recommendations.

### 5.0 Timeline

The activity will be conducted over a period of **three Months**.

## 6.0 Qualifications and Expertise Required

The production firm should possess the following:

### **Legal & Operational Requirements**

Must be a legally registered business in The Gambia (or officially allowed to operate here).

**Experience**

- At least 7 years of hands-on experience in multimedia production, artist branding, promotion, and talent development.
- A background in managing artist development or creative projects—especially in music, film, or performance arts.

**6.3 Portfolio & Past Work**

- A strong portfolio showing successful projects like artist campaigns, music videos, documentaries, or branding work.
- At least three (3) examples of previous work related to artist promotion or creative storytelling.

**6.4 Creative & Technical Skills**

- Owns (or has access to) studio space, equipped with professional-grade production gear—cameras, sound equipment, lighting, and editing tools.
- A skilled team covering all bases: producers, cinematographers, editors, sound designers, and graphic designers.

**6.5 Knowledge of The Gambia's Creative Scene**

- Deep understanding of The Gambia's creative industry—knows the key players and how things work.
- Ability to spot, collaborate with, and uplift both emerging and established local artists.

**6.6 Marketing & Communication**

- Can craft and roll out strong promotional strategies across TV, radio, social media, and other platforms.
- Knows how to target audiences and distribute content effectively in The Gambia.

**6.7 Team Expertise**

- **A well-rounded team with skills in:**
  - Artist development & coaching
  - Content creation & storytelling
  - Branding & marketing
  - Project management & tracking

**6.8 Project Management**

- Proven ability to run multi-phase projects on time and within budget.
- Solid administrative and financial systems in place, with clear reporting.

**6.9 Industry Connections**

- Strong ties within the creative sector locally & internationally—artists, influencers, media, and cultural organizations.

**6.10 References**

- At least two (2) professional references from past clients or partners vouching for your work.

**6.11 Commitment to Inclusion**

- A track record supporting gender equality, youth empowerment, cultural inclusivity and opportunities in the arts.

**7.0 Budget and Payment Terms**

The consultant/team will be remunerated based on agreed deliverables. The payment schedule will be as follows:

- 40% upon submission upon signing of contract, recruited musicians and Workplan
- 40% upon completion of 10 **fully produced studio music videos**.
- 20% upon the successful rolling out of videos on social media platforms and the submission of the final Report.

## 8.0 Submission of Bid/Tender

Interested production firms should submit their quotation, including:

- Technical proposal outlining the objectives and expected deliverables
- Financial proposal covering all cost items, including overhead costs (logistics, travel, administrative costs, etc.).
- Work plan for the assignment.
- Provide two (2) reference letter or a contract of similar work undertaken recently.
- Evidence of experience and qualification and team composition

## 9.0 Application and Deadline

To apply, please submit all quotes (technical and financial) **by 1:00pm 15<sup>th</sup> July 2025** to Daouda Niang [dniang@intracen.org](mailto:dniang@intracen.org) and copy [yusupha.keita@intracen.org](mailto:yusupha.keita@intracen.org)