

AFRICAN TAX ADMINISTRATION FORUM (ATAF)

Terms of Reference (ToR)

Videography services for the Development of Virtual Training
Materials for the ATAF Tax Academy



1. About ATAF

The African Tax Administration Forum (ATAF) is a platform for promoting and facilitating mutual co-operation among African Tax Administrations and other relevant and interested stakeholders with the aim of improving the efficacy of their tax legislation and administration. ATAF's objectives are: (i) developing a sustainable, member-orientated African organisation on tax matters; (ii) fostering efficient and effective African tax administrations; (iii) driving the knowledge hub on African tax matters and (iv) Informing and influencing the regional and global dialogue as the African voice in the field of taxation.

2. Background

The African Tax Administration Forum (ATAF) is committed to enhancing tax administration capacity across Africa through high-quality training programs. As part of the ATAF Tax Academy, the organization seeks to develop virtual training materials that will be hosted on its Moodle eLearning platform. To support this initiative, ATAF requires the services of a professional videography consultant to film and edit training materials, ensuring high-quality production aligned with the academy's standards.

3. Objective of the Assignment

The objective of this assignment is to provide professional videography services, including filming, editing, and post-production, to create engaging virtual training content for the ATAF Tax Academy.

4. Scope of the Assignment

The consultant will undertake the following tasks:

- Filming training sessions, presentations, and interviews with subject matter experts.
- Filming duration amounting to 30 hours.
- Providing high-quality video and audio recording using professional equipment.
- Editing and post-production of recorded materials, including adding graphics, animations, subtitles, and transitions where necessary.
- Formatting videos to be compatible with the Moodle eLearning platform.
- Ensuring content is clear, engaging, and aligned with ATAF's branding and instructional design requirements.
- Delivering finalized video files in required formats within agreed timelines.
- Coordinating with ATAF's instructional design and eLearning teams to ensure consistency and effectiveness of video materials.

4. Deliverables

The consultant is expected to deliver the following:

- A detailed work plan outlining the filming schedule and production process.
- High-quality video recordings of training sessions and expert interviews.
- Professionally edited videos with appropriate visual enhancements.
- Subtitled and captioned versions of training videos.
- Finalized video files in compatible formats for the Moodle eLearning platform.

- A summary report on the work completed, including challenges and recommendations for future productions.

5. Qualification, Expertise and Key Competencies

- A minimum of **two** years of experience in professional videography and video editing.
- Proven experience in producing eLearning or instructional videos.
- Expertise in using professional video and audio recording equipment.
- Proficiency in video editing software (e.g., Adobe Premiere Pro, Final Cut Pro, or equivalent).
- Experience in integrating graphics, animations, and subtitles.
- Knowledge of formatting videos for online learning platforms, preferably Moodle.
- Strong communication and project management skills.

6. Duration of the Assignment

The assignment is to be concluded by the end of A detailed timeline will be agreed upon at the inception of the project.

7. Submission of Expression of Interest

Interested consultants or consulting firms are requested to submit an Expression of Interest (EOI) which should include:

- A cover letter expressing interest in the consultancy and highlighting relevant experience.
- A technical proposal for an understanding of the assignment, proposed methodology, and work plan.
- A financial proposal with a detailed cost breakdown.
- Curriculum Vitae(s) of the consultant(s) outlining relevant qualifications and experience.
- A portfolio of previous work demonstrating relevant experience.

8. Evaluation Criteria

a. Relevant qualifications and experience of the consultant(s).	40
b. Quality of past work and feasibility work plan.	30
c. Proposed approach and methodology	20
d. Reasonableness of the financial proposal.	10

9. Submission of applications

All EOIs must be submitted by **12 March 2025** to the following email address: Procurement@ataftax.org

10. Confidentiality

All documents, data, and information obtained during the consultancy are confidential and shall not be shared without prior authorization.