

## SkillsConnect: Career Exploration Videos for Youth Request for Proposal for Digital Video Producer

**Application deadline: Tuesday, December 11<sup>th</sup>, 2018 by 5pm. Send submissions to [info@civicaction.ca](mailto:info@civicaction.ca) with "Video RFP Submission" in subject line**

### Project Introduction

CivicAction is seeking a digital video producer, experienced with short, high-quality corporate video production. We are looking to create three short career exploration videos. These videos will be focused on capturing three company "open-houses", giving our youth audience a chance to see what it's like to work in a technology company by conducting tours of workplaces covering culture, career paths, expectations and more.

### Company & Initiative Background

[CivicAction](#) is a non-partisan, not-for-profit based in Toronto with province-wide initiatives. We have nearly two decades of experience creating and implementing effective solutions to today's most pressing socio-economic challenges. [SkillsConnect](#) aims to demystify the world of work for young people by giving them online opportunities to gain in-demand skills. Using LinkedIn Learning, we are providing youth with access to e-learning with a focus on in-demand skills for entry-level jobs.

### Project Scope

#### Project Requirements/Deliverables

Three "digital open house" videos of three different technology companies. Key elements:

1. **Interviews:** videos will have a young person host interviews and tours with three companies. The host will interview three employees at their companies, while doing a walk around of their workplace.
2. **Filming of workplace:** capture a feel for the companies with b-roll and interesting location choices for interviews.
3. **Informal:** these are meant to speak to a younger youth audience (ages 18-29), so the overall tone of the videos should be playful, light and punchy.

### Proposed Schedule

- January-February, 2019: filming of workplace tours
- March 2019: editing and review
- March 22<sup>nd</sup>, 2019: final content to go live

### Bidder Requirements (up to 2 pages)

1. Introduction summary of you/your firm's background, resources and relevant experience. (1 paragraph)
2. List of past projects with links, preferably of a similar size and scope to this project (video files, personal website, client site, YouTube links etc.)
3. Two references from past projects.
4. Proposed budget for the project and payment terms.
5. Scheduling/transport restrictions (if any)

Note that we will require the videographer to sign a non-disclosure agreement and will assign all present and future rights to the materials produced during the project to CivicAction. In addition to final production videos, CivicAction also requires all raw footage (in editable format) at the end of the project.