

# Mercy Corps Indonesia

## Scope of

**Project/Consultancy Title** : Media Creative Consultant

**Project Location(s)** : Jakarta, Semarang, Medan, Surabaya

**Finance Department Code** : 8500-607-20131-01

### **Background:**

Experience from YMCI's previous program shows that women-led/owned micro and small businesses tend to have low access to financial services, with only 51% having an active bank account and using it in the last six months. YMCI learnt that although the financial inclusion and financial literacy rate for women in Indonesia has improved compared to the Global Findex 2017, women – who lead/own around 60% of MSMEs in Indonesia – still face challenges due to structural and behavioural factors to use the financial products and services from formal financial institutions. Gender-based barriers to financial inclusion arise from both the demand and supply sides. From the demand side, the most critical barriers are social norms that preclude women from owning property or being involved in financial decisions. From the supply side, barriers include lack of gender-specific policies and practices in product design, marketing, and distribution channels. Moreover, in terms of cultural limitations, women may face socio-cultural barriers in accessing services as empowered clients even when financial services are easily available or even mandated by the government.

This program aims to empower women-led /owned micro and small businesses in Semarang, Surabaya, and Medan Cities by improving their access to bundled financial literacy and services, business development, and digitalization. The program will replicate YMCI's multi-stakeholder partnership and bundled services approach in facilitating a comprehensive package that includes financial literacy, financial management, access to financial products and services, digital literacy and mentoring, and digital marketing for women-led/owned micro and small enterprises, to enable them to increase their businesses performance, increase sales, and expand their market. This program expectedly will create impact to their financial health that leads to bettering their well-being and their family. The program will also facilitate ecosystem learnings, knowledge exchange and foster collaboration between women led/owned MSEs engagement and within the broader Micro and Small Businesses, and other stakeholders through learning events.

### **Goals and Outcomes Program:**

Improved financial health & resilience

30% of women reported an improvement in financial health Influences Policymakers (increased sales)

### **Outcomes:**

1. Improvement in financial knowledge & application
  - 75% of women reported an improvement in knowledge on financial literacy & services, business development & digitalisation
  - 60% of women reported an improvement in access to digital marketing channels to improve their business
2. Improvement in access to financial services

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- 60% of women reported an improvement in access to financial products /services including digital financial services.70% of women reported to have accessed and actively used financial product/ services (at least once a month)

### **Consultant Objectives:**

To develop and implement a compelling, culturally resonant, and highly engaging multimedia creative strategy that effectively communicates the program's value, inspires target women entrepreneurs to participate, and documents success stories for both internal and external stakeholders. The objective focus on three task:

#### **1. Talent Identification Report**

To systematically identify and document suitable program beneficiaries (local talents) who authentically represent the program's impact on financial inclusion, business growth, and digital adoption, while ensuring ethical compliance, diversity of representation, and informed consent prior to production.

#### **2. Video Scripts & Storyboards**

To develop clear, compelling, and donor-aligned narratives that effectively communicate program objectives, beneficiary impact, and calls to action, serving as an approved creative blueprint to guide consistent, efficient, and high-quality video production.

#### **3. Production Schedule (3 Cities)**

To establish a detailed and coordinated production roadmap that ensures efficient use of time, resources, and personnel across Medan, Surabaya, and Semarang, while mitigating logistical risks and ensuring all filming and photography activities are executed on schedule.

### **Consultant Activities:**

Specifically, the consultant will responsible for the following activities:

#### **Content Creation & Production**

- Produce Videos: Script, storyboard, and oversee the production monthly video of 3 high-quality, including an overview/explainer video and at least one testimonial/success story showcasing the impact of the financial inclusion program.
- Design Essential Visual Assets: Create a library of 5 graphic design assets in different theme (social media digital campaign) that use clear, simple language and strong visuals to explain complex financial concepts.
- Capture Documentation: Ensure that high-quality photographic documentation of key program activities, training sessions, and beneficiary interviews is captured and cataloged for reporting and promotional use.
- The consultant shall identify and secure necessary local talents (e.g., subjects, crew members) and coordinate the field production team responsible for executing video and photo documentation in the three designated cities: Medan, Surabaya, and Semarang.

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### Social Media Engagement:

- Enhance Digital Engagement: Develop creative concepts for 3 distinct social media campaigns (across relevant platforms with DBS Foundation) designed to drive registration, increase awareness, and encourage interaction with the program's offerings.
- Ensure Message Consistency: Collaborate closely with the program and knowledge management and communication specialist staff to ensure all creative outputs are accurate, consistent in messaging, and comply with local regulatory and ethical standards regarding financial information and beneficiary privacy.
- Ensure message and visual in line with DBS Foundation and Mercy Corps Indonesia Communications and Media Guideline.

### Final Review:

- The consultant shall review all localized materials to ensure accuracy, consistency, and completeness. All materials shall incorporate feedback from FIWE Program teams before being finalized. Final deliverables shall be submitted in editable and publish-ready formats suitable for use in training and dissemination.

### Consultant Deliverables:

#### A. Planning & Pre-Production Deliverables

##### 1. Talent Identification Report

A brief but comprehensive report outlining the selection of beneficiaries/subjects (local talents) to be featured in the testimonial videos and photo stories.

###### The report shall include:

- Profile summary of each selected participant (name/initials, business type, city)
- Relevance to program objectives (financial inclusion, business growth, digital adoption)
- Representation criteria (women entrepreneurs, youth, 50+ participants)
- Confirmation of willingness to participate
- Documentation of signed Consent and Release Forms for photo, video, and publication use

**Output format:** PDF

**Timeline:** Prior to production phase approval

##### 2. Video Scripts & Storyboards

Final, approved creative materials for all video outputs, ensuring narrative alignment with program messaging and donor branding.

###### Includes:

- Success Story Video: Personal journey, business challenges, and program impact
- Program Explainer Video: Clear explanation of program objectives, benefits, and implementation
- Call-To-Action (CTA) Video: Short, engaging message encouraging participation or awareness

Each script shall include:

- Key messages & callouts
- Interview questions (if applicable)
- Scene-by-scene visual storyboard
- Subtitle direction (Bahasa Indonesia)

**Output format:** PDF (script & storyboard deck)

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### 3. Production Schedule (3 Cities)

A consolidated master production schedule covering all filming and photography activities.

**The schedule shall specify:**

- City-wise breakdown: Medan, Surabaya, Semarang
- Shooting dates and estimated duration per location
- Talent availability and contact coordination
- Crew requirements and equipment needs
- Location logistics and contingency planning

**Output format:** Excel / Google Sheet + PDF summary

### B. Final Asset Deliverables

#### 1. 3 Testimonial / Success Story Video

- Duration: 60–90 seconds
- Format: High-Definition (HD) /4K video
- Language: Bahasa Indonesia
- Subtitles: Indonesian subtitles embedded or provided separately
- Content focus: Personal impact, business growth, financial inclusion outcomes

**File format:** MP4

#### 2. 24 Social Media CTA Video

- Duration: 15–30 seconds
- Orientation: Vertical (9:16)
- Optimized for: Instagram Reels, TikTok, YouTube Shorts
- Strong call-to-action and program branding
- In month develop two (2) CTA Video

**File format:** MP4

#### 3. 24 Static Graphic Assets & Templates

A set of visual assets and editable templates designed for the program's social media channels.

**Includes:**

- Post and story templates
- Quote cards and key message visuals
- Consistent branding (color, typography, logos)
- In month develop two (2) Graphic Assets & Templates

**Platform:** Canva (shared via designated Canva Channel) or photoshop

**Purpose:** Easy reuse by program and communications teams

#### 4. 12 Photo Story Package

A curated set of final, publication-ready images for storytelling purposes.

**Includes:**

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- 5 high-resolution images per photo story: Professionally colour-corrected and retouched
- Each photo accompanied by: Descriptive caption
- Basic metadata (location, subject, context)

**File format:** JPEG (high quality)

### 5. Full Documentation Photo Library

A comprehensive archive of all documentary photographs taken during the assignments in 3 locations (Semarang, Surabaya, Medan)

#### Specifications:

- Minimum 100+ high-quality images
- Categorized by city and event
- Print-ready resolution (300 dpi)

**File format:** JPEG

### 6. Asset Source Files

Complete handover of all original production materials.

#### Includes:

- Raw video footage
- Unedited photographs
- Layered design files (if applicable)

#### Raw formats:

- Video/Photo: .RAW, .MOV, etc.
- Graphics/Video: .PSD, .AEP, or equivalent

#### Timeframe / Schedule:

Month (2026)	Primary Focus	Key Deliverables
Jan – Feb	Planning & Pre-Production	Talent Identification Report; Brand & creative alignment; Video scripts & storyboards; Master production schedule (3 cities)
Feb – Mar	Program Launch & Early Activities	Launch documentation (photo & video); 2 CTA videos; 2 static graphic assets; Ongoing talent sourcing
Mar – April	City Focus	Intensive photo documentation; 2 CTA videos; 2 static graphic assets

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April – May	Success Story 1	Success Story Video 1; Photo Story Package 1; 2 CTA videos; 2 static graphic assets
May – June	City Focus	Intensive photo documentation; 2 CTA videos; 2 static graphic assets
June – July	Success Story 2 & Mid-Year Review	Success Story Video 2; Photo Story Package 2; Mid-year content review; 2 CTA videos; 2 static graphic assets
July – August	City Focus	Intensive photo documentation; 2 CTA videos; 2 static graphic assets
August – Sep	Success Story 3	Success Story Video 3; Photo Story Package 3; 2 CTA videos; 2 static graphic assets
September – October	City Focus & Deep Documentation	Intensive photo documentation; 2 CTA videos; 2 static graphic assets
October – November	City Focus	Intensive photo documentation; 2 CTA videos; 2 static graphic assets
November – December	Final Documentation & Reporting Assets	Full documentation photo library (100+ images); Impact report graphics; 2 CTA videos
December	Finalization & Handover	Final archiving; Handover of all raw/source files; Final acceptance

**The Consultant will report to:**

Financial Inclusion for Women Entrepreneurs Program Manager.

**Works Directly With:** KM and Comms Specialist.

**Required Skills and Experience for Video, Photo, and Graphic Design Content Creators:**

**Payment and Cost Arrangement:**

The Consultant shall receive a **monthly professional fee** for the duration of the contract period from **January to December 2026**. The contract is established for **one (1) year**, with the **possibility of extension** subject to program needs and mutual agreement.

All **approved production and transportation costs** required for activities in the program locations shall be **covered by Mercy Corps Indonesia through a reimbursement mechanism**, subject to the submission of valid supporting documents and a **maximum reimbursement ceiling** as defined in the contract.

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The Financial Inclusion and Women Entrepreneurs Program seeks a consultant with the following qualifications:

### Required Skills:

- Strong proficiency in photo and video shooting (camera operation, framing, lighting).
- Ability to edit videos (basic to advanced) using software such as Adobe Premiere Pro, Final Cut Pro, or CapCut.
- Strong photo editing skills using Adobe Lightroom or Photoshop.
- Graphic design skills using tools such as Adobe Illustrator, Photoshop, Canva, or Figma.
- Understanding of branding, visual storytelling, and content tone.
- Ability to create social media-optimized content (Reels, TikTok, Carousel, Quote Cards, etc.).
- Knowledge of basic motion graphics is a plus (Adobe After Effects or similar).
- Strong attention to detail and creativity in visual composition.
- Ability to manage multiple content pieces and meet deadlines.

### Qualifications:

- Proven experience in developing creative concepts, storyboards, and multimedia content. Minimum 1–2 years of relevant experience in content creation, digital media, or creative production (portfolio required).
- Experience producing content for social media platforms such as Instagram, TikTok, YouTube, Facebook, and LinkedIn.
- Strong skills in digital design and video production (e.g., Adobe Creative Suite, Canva, or equivalent).
- Experience producing content for social impact, development programs, or MSME-focused initiatives (an advantage).
- Excellent communication skills and ability to translate program messages into engaging visuals.
- Strong project management abilities and ability to meet tight deadlines.
- Ability to work in fast-paced environments and adapt to changing schedules or creative direction.
- Familiarity with digital marketing principles is a plus (engagement optimization, formats, trends).
- Ownership of personal equipment (camera, lighting, audio) is preferred.

### How to Apply

Interested candidates are invited to submit their CV and proposal, which should include the following:

- a. A description of relevant experience in developing creative concepts, multimedia content, and digital communication materials, preferably for development or social impact programs.
- b. A proposed creative approach and preliminary work plan aligned with the deliverables outlined in the Terms of Reference.
- c. At least two samples of social media content (e.g., captions, carousel copy, short video scripts, or previous campaign materials) related to communication, women's empowerment, MSMEs, or financial inclusion.
- d. A portfolio of previous creative work (videos, graphics, campaign materials).
- e. A proposed consultancy budget.

Interested candidate could email their CV and proposal to [procurement@id.mercycorps.org](mailto:procurement@id.mercycorps.org) with the subject “**SUB 0002 - MCC - (your name)**” the latest on 20 January 2026. Only shortlisted candidates will be contacted.

### Diversity, Equity & Inclusion

Achieving our mission begins with how we build our team and work together. Through our commitment to enriching our organization with people of different origins, beliefs, backgrounds, and ways of thinking, we are better able to leverage the collective power of our teams and solve the world's most complex challenges. We

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strive for a culture of trust and respect, where everyone contributes their perspectives and authentic selves, reaches their potential as individuals and teams, and collaborates to do the best work of their lives.

We recognize that diversity and inclusion is a journey, and we are committed to learning, listening and evolving to become more diverse, equitable and inclusive than we are today.

### **Equal Employment Opportunity**

We are committed to providing an environment of respect and psychological safety where equal employment opportunities are available to all. We do not engage in or tolerate discrimination on the basis of race, color, gender identity, gender expression, religion, age, sexual orientation, national or ethnic origin, disability (including HIV/AIDS status), marital status, military veteran status or any other protected group in the locations where we work.

### **Safeguarding & Ethics**

Mercy Corps team members are expected to support all efforts toward accountability, specifically to our stakeholders and to international standards guiding international relief and development work, while actively engaging communities as equal partners in the design, monitoring and evaluation of our field projects. Team members are expected to conduct themselves in a professional manner and respect local laws, customs and MC's policies, procedures, and values at all times and in all in-country venues.

### **Signatures**

Consultant

Navita Hani R

Supervisor

Date



Date: 12 Nov 2025