



## Request for Proposals

The International Organization for Migration (IOM) is looking for Content Producer to develop **one video under one theme for social media on ethical recruitment for employers of migrant domestic workers in Hong Kong Special Administrative Region, China.**

### 1 BACKGROUND

Established in 1951, International Organization for Migration (IOM) is the leading inter-governmental organization in the field of migration and works closely with governmental, intergovernmental and non-governmental partners. IOM is dedicated to promoting humane and orderly migration for the benefit of all. It does so by providing services and advice to governments and migrants. In 2016, IOM joined the United Nations and becomes the UN Migration Agency.

In Hong Kong Special Administrative Region, China (hereafter referred to as Hong Kong SAR, China), the number of business operations continues to grow rapidly, leading to increased employment opportunities for the local population. In order to enable both men and women to enter the workforce, the society in Hong Kong SAR, China heavily depends on employing migrant domestic workers (MDWs) to take care of children and to meet the demand for elderly care. Hong Kong SAR, China currently has about 370,000 MDWs, mostly from the Philippines and Indonesia. While many of them have had a good migration experience, a recent study<sup>1</sup> has shown that MDWs in Hong Kong SAR, China are vulnerable to exploitation, and frequently subjected to a range of unethical recruitment and abusive employment practices by recruitment agencies in both countries of origin and Hong Kong SAR, China.

IOM believes that the employers of MDWs can be change agents to prevent abuse and exploitation of MDWs by understanding and adopting the international ethical recruitment standard. They can play an important role to ensure the hired workers are recruited ethically by both the agencies in Hong Kong SAR, China and in the Countries of Origin. As the customers of the employment agencies, employers have good leverage to demand transparent and ethical recruitment practices from the selected agencies. Furthermore, through conducting on-going due diligence of agencies, employers could ensure agencies are always up to ethical standard and request the agencies rectify any recruitment related issues in a timely manner. Unfortunately, most current employers - especially new employers - are not aware of the importance of due diligence, the benefits of ethical recruitment to employers and their family, as well as how they can easily adopt ethical recruitment in practice. Therefore, it is essential to increase employers' awareness and understanding about ethical recruitment and how they could take actions to ensure ethical recruitment happens.

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<sup>1</sup> [https://www.ilo.org/global/topics/fair-recruitment/publications/WCMS\\_655280/lang-en/index.htm](https://www.ilo.org/global/topics/fair-recruitment/publications/WCMS_655280/lang-en/index.htm)



## 2 OBJECTIVES:

The project aims to develop attractive content, primarily for online distribution in social media, to enhance the awareness and understanding of the importance of ethical recruitment and also to provide best practice guide among employers of migrant domestic workers in Hong Kong SAR, China.

These videos will be used to primarily target current employers of migrant domestic workers; especially working women about 30-55 years old with child and elderly care duties at home. The secondary target audiences will be new and future employers of migrant domestic workers to more broadly include both men and women of working age.

## 3 SCOPE OF THE CONSULTANCY

IOM is seeking to engage the services of a creative individual or agency with skills in graphic design, illustration and video production to develop one attractive and eye-catching video that can be widely shared to employers and future employers of migrant domestic workers through Facebook. IOM will provide scripts and information to be relayed, while the creative individual/agency will develop the story board and final animation video. The video will be in Traditional Chinese audio (voice over) with English and Chinese subtitles.

The tentative key theme of the video will be focused on the following theme: 5 Things that Employers Should Know during the Employment of Migrant Domestic Workers. The video should not exceed two minutes with accompanying stills and infographics, Chinese voice over and dual subtitles (English and Chinese).

The development of the online content will be conducted over a total period of 4 (four) weeks, maximum. IOM therefore anticipates that the first draft of the online content will be developed in the first week in order to have sufficient time to review on the messages and presentation look and style. This will be done collaboratively between IOM and the content creator. The content will be finalized in the fourth week of the project and the deliverables will be launched in the same month.

The consultant will take the lead in the development of online content.

## 4 TASKS TO BE PERFORMED

1. Coordinate closely with the IOM Social Media Consultant to ensure the key messages of the online content are clear and the style, while attractive to the primary target audience, is also in line with IOM's style guide.
2. Develop creative materials for social media on 5 Things that Employers Should Know during the Employment of Migrant Domestic Workers. This will include one unique 2 minute video, available in Chinese audio (voice over) and dual subtitles (Chinese dan English) - total output **one simple animated video**. As well as accompanying stills and infographics.

## 5 TIMELINE

The total duration for this assignment is proposed to be 4 weeks (it will begin in early May 2021).



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#### METHOD OF APPLICATION:

The completed RFP with a brief summary of the firm and/or CV of the expert, examples of previous work and quotation should be clearly marked CFCV-2102 and should be submitted to [iomhongkongoffice@iom.int](mailto:iomhongkongoffice@iom.int) by 23/04/2021. Kindly keep the file size under 10MB.

Contact Person: Ms. Vini Damayanti; Email: [vdamayanti@iom.int](mailto:vdamayanti@iom.int)

#### 7 PROFESSIONAL AND RELATED EXPERIENCES:

The proposed technical lead(s) should have following competences:

- Proven relevant experience on online content development, preferable prior experience working with non-profit sectors or organizations
- Excellent time management skills and ability to produce outputs as per agreed deadlines.
- Excellent and innovative graphic design and online communication skills;

The Proposal should be written in English.

**Any attempt for persuasion will be considered as a disqualification**

**ONLY SHORT-LISTED CONSULTANTS/ORGANIZATIONS WILL BE ASSESSED**

**FIRMS/Consultants WILL BE RESPONSIBLE FOR ANY TAX OR VAT ISSUES IF APPLICABLE.**