

SCOPE OF SERVICES

SERVICE PROVIDER FOR THE UPDATING OF ULF WEBSITE AND INSTITUTIONAL AUDIO-VIDEO PRESENTATION

Background

Unilab Foundation, Inc (ULF) is the corporate foundation of United Laboratories, Inc. Its purpose is to strengthen the enabling environment for inclusive development through social innovations and impactful programs that will improve the mental health and well-being of young Filipinos, nurture integrated Science, Technology, Engineering and Mathematics (STEM) learners, innovators and workforce and improve the active participation of the youth in promoting good health and wellbeing of Filipinos.

ULF aims to achieve long term, transformational development impact and is committed to building partnerships to extend its programs' reach and impact. ULF convenes like-minded groups and individuals from international and local NGOs, other development sector stakeholders, government, industry and academe to address development issues in a coordinated manner.

ULF has three Programs:

- Heads Up PH is a mental health and wellbeing program. Working with partners, the Program focuses on capacity building for educators, providing learners access to information towards improving their key socio-emotional skills, curricular innovation, building community support and advocating for enabling policies.
- Project Kaakbay enables the youth to actively promote health and wellbeing of Filipinos. Working with partners, the Program equips the youth to be advocates for health by building leadership and management competencies to implement health projects in their communities and advocates for enabling policies for youth engagement.
- Unilab Center for Health Policy is an initiative of the Unilab Foundation as part of its program of creating an enabling environment for inclusive development. The UCHP will provide the venue for stakeholders in government and the private sector to better understand health policies and implementation arrangements and for them to engage in a fruitful solutions-focused dialogue with the end in view of delivering better health services particularly to the most vulnerable.

In addition to its core programs, ULF has two (2) independent programs that it continues to support its growth and sustainability, namely:

- Positive Youth Development Network (PYDN) that provides a platform for youth to become change agents.
- Center for Integrated STEM Education (CISTEM) that provides STEM learning curriculum and resources to capacitate our teachers and learners in high quality STEM education.

For more information, visit www.unilabfoundation.org

Purpose

The Service Provider shall review and update the content of the ULF website, as well as lead the development and production process of the new institutional audio-video presentation material. The deliverables are expected to boost the ULF branding.

Duration

November 4 – December 6, 2024

Scope of Work

Successful candidate shall ensure the application of the ULF branding in undertaking the following responsibilities:

- **Updating of Website**
 - a. Review the current website and proposed changes that effectively communicate the programs of the Foundation and with up-to-date information.
 - b. Produce visually appealing content structure.
 - c. Easy navigation of contents across the platform.
 - d. Optimize sites for low bandwidth end-users.
 - e. Ensure that non-functional requirements such as security, performance, maintainability, scalability, usability, and reliability are being considered when designing and applying architecting solutions.

- **Development and production of new ULF Institutional AVP**
 - a. Conceptualization, scriptwriting, and development of storyboards.
 - b. Produce a high-impact AVP that will amplify the healthier and future-ready Philippines tagline through the ULF core programs
 - c. Produce two (2) versions of the video: one 6-minute high-definition (1920x1080) version and one 2-minute version. Both shall be upload-ready in various social media platforms, including the website.

Key Activities and Timeline

Activity Description		Timeline
1	Submission of concept and plan for updated website	November 4, 2024
2	Updating of website	November 5–November 30, 2024
3	Submission of script and storyboard for the AVP	November 11, 2024
4	Submission of the first draft of the AVP	November 22, 2024
5	Final submission of updated website and AVP	December 6, 2024

Knowledge, Skills and Abilities required

1. Minimum of 3 years of experience in management of digital systems, platforms or IT support, and in producing high quality communications and marketing contents especially within the context of the development sector.
2. Proven portfolio demonstrating strong visual design skills through video content that is creative, engaging, and informational.
3. Ability to translate stories to meaningful and impactful content.
4. Proficient in Wix website design and management and data visualization techniques, including layout customization, SEO optimization, and integrating third-party tools for enhanced functionality.

Selection Criteria

1. Relevant experience on website and social media platform, and AVP production.
2. Knowledgeable on privacy and data protection policies and practices.
3. Portfolio consists of quality and appropriate videos that showcase strong technical skills such as cinematography, videography, and video editing.
4. Demonstrated strong background in website/software development, high traffic and multitier applications and/or service support.
5. Demonstrated excellent coordination, project management, and support skills.
6. Demonstrated ability to deliver services on time and within agreed quality.

How to Apply

Please send your updated Curriculum Vitae and portfolio to procurement@unilabfoundation.org with a subject line AVP and Website Development and a cover letter outlining your suitability for the position.

Child Protection: Unilab Foundation Inc is committed to child protection and safeguarding the welfare of children in the delivery of our programs. Recruitment and selection procedures reflect this commitment and will include relevant criminal record checks.