



CALL FOR APPLICATIONS

Terms of Reference (TOR) Media & Communications – Consultant Part-time | May 2026 - June 2026

I. Background

The Advocacy and Policy Institute (API) is a leading Cambodian capacity-building organization in the areas of advocacy, policy influencing, citizen engagement, and good governance. API is a non-profit, non-governmental organization (NGO) with the mission to serve the long-term democratic and social development needs of Cambodia through empowering people to interact with their government to protect their rights.

As part of its commitment to accountability, learning, and effective documentation of results, API seeks to engage a **part-time Media and Communications Consultant** producing high-quality video documentaries, accompanied by bilingual written impact stories, that document project achievements and communicate results to donors and the Cambodian public.

II. Project Background

With support from Bread for the World (BftW) and DanChurchAid (DCA), the Advocacy and Policy Institute (API) has implemented multi-year projects aimed at strengthening citizen participation, community-based organizations (CBOs), and inclusive local governance in Kampong Speu, Kampong Chhnang, Pursat, Banteay Meanchey, and Kampong Thom provinces, engaging citizens and local authorities at commune and district levels.

Across these provinces, the projects focused on enhancing the ability of citizens — particularly women, youth, and marginalized groups — to participate in decision-making processes and to engage constructively with local authorities. API applied a combination of capacity development, coaching, public forums, facilitated dialogues, and citizen monitoring tools to support accountability and responsiveness at sub-national levels.

Through citizen engagement and social accountability approaches, the BftW- and DCA-funded projects addressed governance and service-delivery issues across six key thematic areas: land governance, forest governance, fishery governance, agriculture and rural livelihoods, civic engagement in district-level budget processes, and monitoring of commune budgets.

These thematic areas were addressed through structured citizen participation, evidence-based dialogue, and engagement with commune and district councils, contributing to improved awareness, stronger community voice, and more responsive local governance.

Following the successful completion of the BftW- and DCA-funded project cycles, API is consolidating results, lessons learned, and evidence of change. Documenting impact stories and case studies from the above locations and thematic areas is a critical step to ensure that final project reports accurately reflect both measurable outcomes and the lived experiences of communities involved in the interventions.

III. Purpose of the Video

This consultancy will produce three (3) high-quality video documentaries, each accompanied by a bilingual written impact story. The 3 themes will be selected by API from the 6 thematic areas below, based on the strongest available cases and field access. The purpose and focus of each thematic video are described below.

Theme 1: Land Governance

This video will document how citizens and communities engaged with local authorities on land-related issues, including access, tenure security, and transparency of land management decisions. The story will highlight a specific community experience — such as a dispute resolution, land registration process, or collective advocacy effort — showing how CBO engagement contributed to improved land governance outcomes.

Theme 2: Forest Governance

This video will capture how communities, particularly those dependent on forest resources for their livelihoods, participated in forest governance and monitoring processes. It will illustrate the role of citizens and CBOs in raising concerns, engaging with forest authorities, and contributing to more sustainable and equitable resource management.

Theme 3: Fishery Governance

This video will document the experiences of fishing communities in participating in local fishery governance, including how they engaged with authorities on resource access, seasonal restrictions, and community fishery management. The story will highlight citizen voice and the outcomes of constructive dialogue with relevant institutions.

Theme 4: Agriculture and Rural Livelihoods

This video will explore how citizens and CBOs engaged in local development planning processes related to agricultural services, rural infrastructure, and access to inputs and support. It will show how evidence-based agriculture cooperative and citizen engagement influenced local authority responsiveness and improved service delivery for farming communities.

Theme 5: Civic Engagement in District Budget Processes

This video will document how citizens participated in district-level budget consultations and oversight processes. It will illustrate specific examples of how CBOs raised priority issues, tracked budget allocations, and engaged district administrations to improve transparency and responsiveness in planning and resource allocation.

Theme 6: Monitoring of Commune Budgets

This video will capture how citizens and CBOs monitored commune council budgets, tracked the implementation of planned expenditures, and engaged commune authorities on gaps, delays, or mismatches between plans and actual spending. The story will demonstrate the value of community budget literacy and citizen oversight at the most local level of government.

IV. Assignment Objectives

The objectives of this consultancy are to:

1. Document clear, credible, and compelling impact stories from API's BftW- and DCA-funded projects
2. Ensure all outputs reflect evidence of change, lessons learned, and perspectives of beneficiaries and stakeholders
3. Develop content tailored for different audiences, including donors and the general public
4. Facilitate the publication and dissemination of selected high-impact stories through national and international media outlets

V. Scope of Work

Under the supervision of the Executive Director and in coordination with relevant API staff, the consultant will:

Step 1: Story and Case Identification (API-led)

- API will select 3 thematic areas from the 6 and identify one real case or community experience per selected theme. The consultant will receive a brief from API for each case prior to field work, including background documents, monitoring data, and contacts for key individuals to interview.

Step 2: Pre-Production and Story Planning

- For each assigned case, the consultant will review relevant project documents and reports, develop a combined story outline and shooting script, and agree with API on the key messages, interview subjects, and filming approach before travel.

Step 3: Field Work — Integrated Reporting and Filming

- Each field visit serves both the written story and the video simultaneously — the written article and the embedded video are the same story told in two formats, similar to an online news article with an accompanying video report. During the field visit, the consultant will:
 - Conduct on-camera interviews with beneficiaries, community members, API staff, and relevant local authorities
 - Capture supporting b-roll footage, location visuals, and community activities
 - Gather direct quotes, key facts, and narrative details for the written story

Step 4: Production

- Using the material collected in Step 3, the consultant will produce both outputs of the package. The video documentary is the primary deliverable; the written story is produced alongside it from the same material:

- Edit and produce the full-length 3–5-minute storytelling video in Full HD (1920×1080), incorporating narration, interview footage, b-roll, and on-screen captions in Khmer with English subtitles (primary deliverable)
- Write the bilingual impact story/case study in both Khmer and English (300–500 words per version), drawn from the same field material, centering beneficiary voices and documenting context, intervention, and outcomes (secondary deliverable)
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- Submit the full package to API for review, incorporate feedback, and deliver final approved outputs

Step 5: Media Outreach and Story Publication

- Upon API’s approval, pitch the written story to agreed national and/or international media outlets for publication

VI. Deliverables

The consultant is contracted to deliver 3 thematic packages (themes to be confirmed by API): Each package consists of: (i) one full-length 3–5-minute storytelling video in Full HD (1920×1080) — the primary deliverable; and (ii) one bilingual written impact story/case study in Khmer and English (300–500 words per version) — produced alongside the video from the same field material.

1. Written Impact Stories

Impact stories / case studies documenting results and changes from BftW- and DCA-funded projects. Each story must:

- Be produced in both Khmer and English
- Be 300–500 words in length (per language version)
- Clearly present context, intervention, and outcomes
- Reflect beneficiary voices and evidence of change
- Be tailored for either donor-focused or general public audiences, as agreed with API

2. Full-Length Video Stories (High-Impact)

High-impact storytelling videos. Each video must:

- Be produced in Full HD (1920 × 1080)
- Be the primary deliverable for each package; the written story is produced in parallel from the same field material
- Include narration, interviews, and supporting visuals/footage
- Follow a clear storytelling structure (problem, intervention, change/result)
- Video in Khmer with English subtitles

3. Media Sharing

- Written stories pitched to relevant national and/or international media outlets for publication, with API’s agreement on which stories to share and with which outlets

4. Submission Format

- Written stories: Editable Word format
- Videos: Final exported files (MP4 or similar) + editable project files

VII. Duration and Level of Effort

- The consultancy is part-time
- Duration: **25 May to 30 June 2026**

VIII. Place of Assignment:

Primarily remote. The consultant will work from their own location and coordinate with API via email, Microsoft Teams, and shared cloud-based tools. Field travel to selected provinces is required; see Section IX (Expected Travel).

IX. Expected Travel

The Consultant is expected to travel with API staff to selected project locations as advised by API. Travel will cover communities in Kampong Speu, Kampong Chhnang, Pursat, Banteay Meanchey, and Kampong Thom provinces, depending on the thematic case study being documented. API will coordinate and advise on scheduling, locations, and accompanying staff for each field visit. Travel costs will be covered by API in accordance with its travel policy.

X. Reporting and Coordination

- The consultant will work under the overall supervision of the **Executive Director**
- Day-to-day coordination will be with the **Head of Program** and relevant project staff
- API will provide access to:
 - Project documents and reports
 - Relevant monitoring and evaluation data
 - Support for arranging interviews, as needed

XI. Required Qualifications and Experience

- Proven experience in media, communications, journalism, or qualitative documentation
- Strong writing and storytelling skills in Khmer and English
- Demonstrated experience working with development or civil society projects
- Demonstrated network of contacts with national and/or international journalists, editors, or media outlets
- Experience producing or coordinating video or multimedia content; familiarity with digital and social media platforms is an asset
- Ability to meet deadlines and incorporate feedback efficiently

XII. Contract Modality and Fees

- The assignment will be contracted as a part-time consultancy
- The total contract value is USD 2,100, covering 3 thematic packages at USD 700 per package (full-length video and bilingual written story).

- API will deduct and remit a 15% withholding tax from the consultant's service fee per payment, as required under Cambodian tax law. The quoted fee should be understood as the gross amount before this deduction.

Payment Schedule

- Payment will be made per thematic package upon API's written approval of the complete deliverables for that theme (full-length video and bilingual written story).
- Each approved package will trigger a payment of USD 700. The total of 3 packages equals USD 2,100.

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XIII. Approval of Deliverables

- All deliverables shall be reviewed and approved by API
- Final acceptance will be granted once deliverables meet agreed quality and content standards

XIV. How to Apply

Interested candidates should submit the following to apioffice@apiinstitute.org by the deadline below:

- A current CV or résumé highlighting relevant experience in journalism, media communications, and impact storytelling
- A portfolio or samples of at least two (2) relevant work products in Khmer and/or English (e.g., published impact stories, media articles, case studies, or video productions)
- A brief (one-page) technical note describing the candidate's proposed approach to this assignment
- A financial proposal confirming the consultant's acceptance of the USD 700 per package rate (gross, before 15% withholding tax), and indicating their proposed delivery schedule for the 3 packages within June 2026.

XV. Application Deadline

Applications should be submitted to apioffice@apiinstitute.org by 20 May 2026.