Type of Opportunity: Individual Consultant
Title of Opportunity: Videographer – Health Communications
Application Closing Date: Friday, November 27, 2026
Location of Consultancy: Karachi

Background
Transparency International Pakistan under its work on Improving Health Governance, is working to Strengthen Patient Awareness and Engagement for Improved Governance and Transparency in Healthcare Systems. The project aims to raise awareness about patients' rights and regulatory challenges to improve healthcare delivery in Pakistan by facilitating constructive cross-sector dialogue among key stakeholders, including representatives from the medical, legal, pharmaceutical, and governance sectors.

TI Pakistan is looking for consultant with expertise in producing multimedia videos, motion graphics, and animation. The incumbent will undertake the following responsibilities.

Job Responsibilities:

- Produce 02 animated and 01 headshot video to help cultivate and promote messaging from pocket guide on patients-rights and awareness. The messaging will be done through a contextually relevant story-based animated videos. The headshots video will involve key opinion leaders deliver the message to patients and will be recorded in person

- Ensure that the videos have relevant target audience and individuals with varying levels of health literacy, educational backgrounds and familiarity with the healthcare systems, including ensuring a) language is simple, accessible, and easy to understand, b) scenarios and characters are relatable to the Pakistani context, c) visual storytelling communicates key messages without relying excessively on written text d) the content is appropriate for audiences across different educational and socioeconomic background.

Expected Deliverables

Area	**Activity**
Language and Audio Production	Produce both final videos with native, natural, and clear Urdu voice-over
Typography & Formatting	Render all Urdu typography and on-screen text with high legibility, ensuring correct rendering and native right-to-left text alignment
Subtitling	Create and embed Urdu subtitles for both videos, perfectly synchronized with the dialogue and fully optimized/readable for mobile screens
Pre-Production & Design	• Create character turnarounds and technical rigs for all characters • Design environments including the courtyard (sehen), roadside, hospital settings • Deliver full storyboards for both films (includes one revision round)
Animatic & Audio Prep	Produce an animatic with scratch voice, precisely timed to the locked script (includes two revision rounds)

Interactive Elements & Assets	Create end cards featuring a QR code, verified to scan correctly from a phone at screen distance. Provide static end-frame stills formatted as shareable images.
Technology and Video specifications	Master video in MP4 format (H.264). Full HD resolution (1920 × 1080). 16:9 aspect ratio, unless an alternative format is agreed. Separate versions optimised for vertical viewing (9:16), if required for social media. High-quality audio with balanced dialogue, music and sound effects. Videos without embedded subtitles, alongside versions with subtitles Editable subtitle files (SRT). High-resolution static thumbnails and end-frame graphics
Project Handover	Conduct a full project handover containing all source project files, rigs, layered assets, fonts, and individual audio stems.

Eligibility Criteria:

Qualification and Experience:

- Bachelors degree in media science, IT, computer science, or a related field.
- Minimum 3 years of proven experience in multimedia video production, motion graphics, and animation.
- Deep understanding of current industry trends and best practices across mixed-media channels.
- Professional proficiency in producing videos in Urdu.
- Access to the required tools and equipment: editing software, camera.
- Able to travel within Karachi to record the videos of key opinion leaders

Evaluation Criteria

Applications will be assessed based on the following:

Criteria	Description	Points
Relevant Experience and Qualifications	Relevant academic qualifications and demonstrated experience in multimedia production, animation, motion graphics, video editing and storytelling. Please include number of years of relevant experience and a portfolio demonstrating similar assignments.	30
Technical Approach and Understanding of Health Communication and Target Audiences	Demonstrated ability to translate technical information into simple, engaging and accessible messages. Understanding of audience-sensitive communication, particularly patients' rights and healthcare-related issues, with the ability to develop	30

	relatable scenarios within the Pakistani context. **Please include technical proposal (max 02 pages)** on your approach	
Financial Proposal	Cost effectiveness, value for money, and reasonableness of the proposed budget. Total Points	40

REMUNERATION AND COSTS

The consultant will receive a lump sum payment based on the successful completion of agreed-upon milestones and deliverables.

HOW TO APPLY

Interested applicants should submit the following documents in English as part of their application package:

- Curriculum Vitae (CV) highlighting relevant qualifications, technical expertise, and experience.
- A Technical Proposal **(max 02 pages)** describing the proposed implementation approach, methodology, work plan, and timeline.
- A Financial Proposal providing a detailed cost breakdown, including all applicable taxes.
- A portfolio of at least two similar completed projects, including links or samples of previous work where available.
- Contact details of at least two professional references or clients for whom similar assignments have been completed.

Applications should be submitted **by Closing Date to** **comms@transparency.org.pk** with the subject line: Application for Consultancy: Videographer – Health Communications

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