



## TERMS OF REFERENCE (ToR)

### Project: Protecting and Promoting Whistleblowing in South Africa (PPW)

#### Video Animator and Editor for Whistleblower Explainer Series

## 1. Background

[Democracy Works Foundation](#) (DWF) opened its doors in 2014 in South Africa in response to the weakening of public institutions, corruption and declining citizen participation. It is an organisation committed to promoting and building democracy in Southern Africa and supporting inclusive development and regional cooperation. DWF believes in developing homegrown and innovative solutions that support public officials and states to be more open, transparent, responsive and accountable. We also work to build the capacity of citizens and provide tools enabling them to better impact their democracies, meet their obligations and claim their rights. DWF works on the supply and demand side of democracy.

The [Protecting and Promoting Whistleblowing in South Africa](#) (PPW) project is a three-year initiative implemented by DWF in partnership with the Whistleblower House (WBH). It aims to build an inclusive, enabling, and protective environment for whistleblowers as essential actors in safeguarding human rights and promoting accountable governance. The project is supported by the European Union under its Human Rights and Democracy programme.

The project includes two interlinked streams of work: (1) providing direct holistic support to whistleblowers and their families, and (2) strengthening the legal, policy and social environment to better protect and enable whistleblowing in South Africa.

As part of its knowledge translation and advocacy strategy, the PPW project will produce a **series of short Whistleblower Explainer Animation Videos** to communicate key research findings, policy messages, and practical guidance in a clear, accessible, and engaging way. In this regard, DWF seeks to appoint a **Video Animator and Editor** to conceptualise, animate, and edit a **five-part explainer video series** (details and exact themes to be confirmed).

## 2. Purpose of the Assignment

The purpose of this assignment is to:

- Translate PPW research and advocacy outputs into **engaging, easy-to-understand explainer videos**
- Increase public awareness and understanding of whistleblowing in South Africa
- Support advocacy efforts by clearly communicating **systemic challenges, rights, responsibilities, and solutions**
- Produce high-quality visual content suitable for **online dissemination, training, and stakeholder engagement**
- **Promote a call to action that calls to Protect Courage. Courage Counts.**

### 3. Scope of Work

The Video Animator and Editor will be responsible for the following:

#### Pre-Production

- Participate in inception and briefing meetings with DWF
- Review relevant PPW materials, including:
  - Research reports and briefs
  - Advocacy messages and policy recommendations
  - Target audience profiles
- Work with the project team to:
  - Refine video concepts and key messages for each part of the series
  - Propose a creative approach, animation style, and visual language
  - Develop scripts and/or storyboards for each video
- Ensure the content is:
  - Accurate and aligned with PPW research findings
  - Accessible to non-technical audiences
  - Sensitive to whistleblower safety, ethics, and trauma-informed communication

#### Production

- Produce a **five-part explainer video series**, which will likely include:
  - Animated visuals and motion graphics
  - Text overlays and visual metaphors
  - Voiceover (where applicable)
  - Music and sound design (royalty-free)
- Edit video content to ensure:
  - Clear narrative flow
  - Consistent branding and visual identity
  - High production quality suitable for public dissemination
- Incorporate feedback from DWF at agreed milestones

#### Post-Production

- Finalise and deliver all videos in agreed formats
- Produce cut-down or alternative versions where required (e.g. social media clips)
- Provide subtitle files or embedded captions to support accessibility
- Supply final editable and non-editable files, as agreed

#### 4. Expected Deliverables

The Video Animator and Editor will deliver:

- **Five (5) explainer videos** (length to be confirmed, typically 3–5 minutes each)
- Storyboards for each video (scripts and content direction for each video to be provided by DWF)
- High-resolution final video files suitable for:
  - Web and social media platforms
  - Training and workshops
  - Presentations and advocacy engagements
- Shortened versions or clips for social media use (if required)
- Subtitle/caption files
- Editable source files (where applicable)

#### 5. Timeline

- Inception and scripting: 1–2 weeks
- Production and animation: 3–5 weeks
- Review and revisions: 1–2 weeks

Total estimated duration: 6–8 weeks (March-May 2026) (subject to final scope, animation schedule and briefings, reviews and final approvals)

#### 6. Reporting and Coordination

The Video Animator and Editor will report to the **PPW Project Manager and Engagement Manager** at DWF.

#### 7. Required Skills and Experience

The service provider should demonstrate:

- Proven experience in **animated explainer videos** and video editing
- Strong ability to translate complex research and policy content into clear visual narratives
- Experience working on governance, democracy, human rights, or social justice themes
- Familiarity with **research-to-advocacy communication**
- Sensitivity to ethical storytelling and whistleblower safety
- Strong project management skills and ability to meet deadlines

## 8. Ethical, Safety and Confidentiality Considerations

- Content must not expose or endanger whistleblowers
- No real names, identifying details, or case specifics should be used unless explicitly approved
- All intellectual property rights will vest with DWF, unless otherwise agreed
- All data, scripts, and materials shared remain confidential

## 9. Budget and Payment

Interested service providers should submit a **costed proposal (inclusive of VAT)**, including:

- Overall cost for the five-part series
- Breakdown by phase (pre-production, production, post-production)
- Any optional or additional costs (voiceover, subtitles, additional edits)

Payment terms will be finalised upon contracting.

## 10. Application Process

Interested Candidates who meet the above criteria are invited to submit their applications to [recruitment@democracyworksfoundation.org](mailto:recruitment@democracyworksfoundation.org) with the subject line: **Video Animator and Editor: PPW Whistleblower Explainer Series**. The deadline for submissions is **Friday, 27 February 2026, at 17:00 (SAST)**. The application should contain the following:

- A brief technical proposal outlining your creative design approach to the assignment.
- Examples of previous explainer or animated video work (links or portfolio)
- CV or organisational profile
- Proposed timeline and availability

Only the selected service providers will be notified. **If you have not heard from us within two (2) weeks after the closing date, please consider your application unsuccessful.**

### CONSENT TO PROCESS YOUR INFORMATION:

By sending us your application, Curriculum Vitae, academic records, qualifications, or any other personal information as defined by the Protection of Personal Information Act, 2013 (POPIA):

- you have disclosed up-to-date and accurate records; and
- you agree to us keeping your records in our database as per our Retention Policy.

Declaration:

By agreeing to the terms herein, you give Democracy Works Foundation (DWF) the authority to process your personal information. This consent will remain valid until such time as we have received instructions from you to request, subject to any applicable law and where appropriate, the correction, updating or deletion of your personal information held by us. You further acknowledge and declare that all personal information supplied to DWF is accurate, up to date, not misleading and complete in all respects.