**Annex 4 – Goods and services specification**

**TERMS OF REFERENCE**

The supplier shall provide copywriting services to the British Council Arts team, which encompasses:

* Study of latest British Council Arts strategies, evaluation frameworks, theory of change as well as messaging priorities to inform task outputs
* Write copy text on programmes and projects, including updates in the form of blogs for web-based and social media platforms. This may require desk/literature review of British Council and secondary sources.
* Connect with British Council staff, partners, beneficiaries to collect feedback/testimonials/quotes as well as media for the purpose. Key informant interviews will be important for the delivery of case studies
* Write call texts for grants based on provided templates and samples
* Translation of forms/documents/reports to/from Nepali/English
* Editing texts received from British Council partners/grantees/collaborators for the purposes of public dissemination
* Subtitling videos (English/Nepal) and transcribing audio (English/Nepali)
* Scripting for multimedia outputs
* Conduct light research, key informant interviews, analysis to draft impact statements for the Arts portfolio
* When needed work with British Council appointed graphic designers to draft text that compliment branding/layout
* Work with British Council Communications team to receive and apply feedback on drafted/edited content

Please note:

Infrequent travel maybe required when programme/projects are based outside of Kathmandu. In such cases, the Supplier will be provided coverage for accommodation, subsistence, local travel and incidentals per British Council policy and standard rates for reimbursements. Flights and intra-district travel will be organized directly by the British Council