

TOR FOR THE MEDIA VIABILITY GENDER STUDY FINDINGS ONLINE CONTENT PRODUCTION

Background

TMF is a non-governmental organisation (NGO) registered under the 2002 NGO Act in July 2019. It was previously registered under the 2002 Companies Act as a company limited by guarantee. TMF emerged as a result of the Tanzania Media Fund Project, which ran from 2008 to 2015. It formally began operations in October 2015 and is committed to promoting a vibrant, independent, responsible and diversified media sector in Tanzania through innovation, creativity, research and learning.

TMF works towards results in four outcome areas:

- The production of high quality public interest journalism that promotes accountability.
- Citizens using the media to engage with each other and with duty bearers regarding their priorities, perspectives and interests and influencing development.
- Media sector actors learning, innovating and creating solutions to sector viability challenges.
- A sustainable, innovative and effective TMF.

Towards realising these outcomes, TMF works with various partners on short and long-term projects that are aligned with our Media Viability Project objectives. One of TMF's ongoing projects is in collaboration with DW Akademie and will run until December 2021.

Objectives of the assignment

TMF has been working with DW Akademie on enhancing media viability in Tanzania since 2020. Under the media viability project, TMF is determined to transform the media sector. Towards the end of 2020, TMF had commissioned consultants to conduct a study to understand to what extent the media sector in Tanzania is contributing to gender equality and what kind of interventions are best placed to deliver in order to improve this.

Specifically, the study aimed to provide a situational analysis, highlighting the opportunities and gaps in supporting gender sensitive, gender responsive and gender transformative journalism and to inform the design of a tool that can be used to effectively monitor change in this area.

TMF is desirous to engage a consultant to turn the gender study findings into digital content to be posted on TMF's website.

Scope of work of the assignment

TMF envisions the scope of work for this assignment as involving the following:

- **Review the gender study conducted:** The expert will be required to review the gender study to get a broader understanding of the study findings and what the kind of interventions recommended to improve the gender equality situation. S/he shall then review it for the purpose of drawing the concept of designing the online content.
- **Produce publications on the study:** The expert will be required to produce publications from study findings. The publication should be in the form of online posts (multimedia content; videos etc).

The above is only meant to reflect how TMF envisions the assignment and does not constitute a comprehensive or fixed list of activities the expert will be expected to do. It is expected that the expert will present a letter of expression of interest to undertake the assignment. The final scope of work will be determined jointly.

Expected deliverables (to be finalised on engagement)

- The publications produced in line with the findings of the gender study.
- Content post on the TMF website
- Activity report

Timeframe for the assignment

The assignment shall commence on 13 December 2021 and end on 20 December 2021.

Qualifications.

The minimum qualification for this position is a bachelors' degree in Mass Communications, Journalism, gender studies or related field.

Minimum competence and experience

- Demonstrable experience in gender and media studies.
- Track record in multimedia content production/creation.

Engagement and assessment criteria

Engagement will be based on, among other factors, the interpretation of the assignment and ability to help TMF realise its overall objective in a cost-effective and timely manner. Applicants will be specifically assessed using the following scoring system out of 100 points:

Experience: 35 points

Approach and methodology: 30 points

Qualifications: 35 points

Cost effectiveness will also be considered.

How to apply

Interested consultants must submit their expressions of interests and CVs to info@tmf.or.tz with the subject 'MV Media Content Producer' and addressed to: The Acting Executive Director, Tanzania Media Foundation, P.O. Box 38634, Dar es Salaam.

Deadline: Expression of interest must reach TMF on or before the end of day on 12th December 2021.