

## **CALL FOR EXPRESSIONS OF INTEREST AND DETAILED TERMS OF REFERENCE**

### **Summary**

Tanzania Media Foundation (TMF) is pleased to announce the following consultancy opportunity:

- **Researchers (team of two) to conduct research on gender and effects of COVID-19 in the media sector.**

Please see the detailed terms of reference and instructions on how to apply below.

### **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's current strategic plan (<https://bit.ly/3Crj0hs>) works towards results in four outcome areas:

- The production of high quality public interest journalism that promotes accountability, particularly through radio and online media.
- 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, between 2020 and 2023 TMF will work with various partners on short and long-term projects that are aligned with our strategic plan. One of TMF's ongoing projects is in collaboration with DW Akademie and will run until December 2021.

### **Eligibility**

You are eligible to respond to this call if you can demonstrate that you satisfy all regulatory and professional requirements for the provision of consultancy

services. Anyone found to have misrepresented his/her eligibility will not be considered.

### **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. Bidders for each role 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 express interest**

A bidder must submit his/her application to [info@tmf.or.tz](mailto:info@tmf.or.tz) .

Applications must include a cover letter to introduce the bidder and listing the documents in his/her bid, a proposal of not more than 1,500 words, outlining the service she/he can provide with respect to the role and related TOR, cost of that service, preferably in terms of daily fee or other disaggregated figure and any other anticipated cost such as travel or communication, why he/she is the best service provider and time frame for the assignment based on his/her interpretation of the TOR. Applicants must demonstrate their fulfilment of the role requirements with supporting documentation such as CVs and references.

Address your application to The Acting Executive Director, Tanzania Media Foundation, P. O. Box 38634, Dar es Salaam.

**Deadline to express interest:** 16 October 2021

#### **Detailed terms of reference:**

**Researchers (team of two) to conduct research on gender and effects of COVID-19 in the media sector**

### **Objectives of the assignment**

TMF recognises that the media has a critical role to play in advancing gender equality. However, the Tanzanian media space itself is yet to conform to gender equality standards. Newsrooms are oriented around gender biases, with few women in the roles of editor, manager or owner and women being given limited

opportunities in areas such as investigative journalism. In addition, access to new technologies and their benefits is skewed in favour of men as well as richer, urban populations. TMF is therefore looking to engage a researcher to conduct a study on opportunities and obstacles to gender sensitive, gender responsive and gender transformative journalism in Tanzania and design a gender media monitor for use by TMF and other media sector actors to track the impact of our work. Likewise, with the outbreak of COVID-19, the media sector witnessed a huge negative impact on its operations and personnel. TMF would like to understand to what extent COVID-19 has affected the media sector with focus on small to medium sized media houses and gender in the newsroom.

### **Scope of work of the assignment**

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

- **Review and presentation of state of gender equality in Tanzania:** The researchers should conduct this as a review of existing literature and interviews with key informants to provide a comprehensive picture of the state of gender equality in Tanzania, with reference to the sustainable development goals and other indicators showing the gendered nature of access to resources and opportunities, such as but not limited to economic and political participation and decision-making and perceptions of different behaviours, aspirations and needs.
- **Review and presentation of the media's involvement in promoting gender equality in Tanzania:** The researchers will clearly establish how the media sector can promote gender equality. They will then develop a rigorous methodology to assess the media sector's performance in promoting gender equality in Tanzania by conducting amongst other things a content analysis covering both legacy and online media, surveys, key informant interviews and/or focus group discussions amongst media content producers and media content consumers and a review of existing literature.
- **Examine the effects of covid-19 in the media with specific focus on gender and media (small and medium sized media outlets) operation.**
- **Identification and presentation of areas for intervention:** The researcher team will identify and recommend areas for intervention, both on gender equality and effects of Covid-19 in media.
- **Design a media monitor to track the performance of the media sector with respect to promoting gender equality:** The researcher team will

identify or develop indicators that can be used to monitor the media sector's performance with respect to promoting gender equality.

- Produce in collaboration with TMF's Content team, three-minute videos capturing comments of heads of media support institutions (MCT, TAMWA, MISA-TAN, UTPC, INTERNEWS, WOMEN IN NEWS) on the state of media and gender in the period of 2015 to 2020.

The above is only meant to reflect how TMF envisions the assignment and does not constitute a comprehensive or fixed list of activities the research team will be expected to conduct. It is expected that the researcher will present a proposal outlining his/her interpretation of the assignment particularly with respect to the timeframe and TMF's overall goal. The final scope of work will be determined jointly.

#### **Conduct of the work, outcomes and deliverables.**

The research team will report to the Acting Executive Director but will be supported by the programme officer who will be responsible for ensuring the assignment is conducted in accordance with TMF's expectations. .

#### **Expected deliverables** (to be finalised on engagement)

- An inception report with a work plan indicating assignment timeframe, key informants and literature for review.
- Draft report to be presented to stakeholders at two separate validation sessions
- A final report, including annexes from all interviews and focus group discussions and incorporating insights from the validation sessions
- A media monitor comprised of a framework of indicators and expected sources

#### **Requirements/selection criteria**

TMF is looking for **a team of two researchers** that meets the following criteria:

- At least a masters and preferably a PhD in gender and media
- Has a good understanding of the day-to-day practices of media work and media sector challenges and opportunities.
- High level research skills and experience, including but not limited to data literacy and qualitative and quantitative research methodologies.
- Takes initiative, is results driven, motivated, organised and emphasises quality.

- Excellent writing and verbal communication skills in both English and Swahili.
- Flexible and available to commit time to this assignment between October and December 2021.

### **Assignment period**

The assignment which involves conducting research shall commence on 18th October 2021 and end on 3 December 2021.