

# TOR FOR THE MEDIA VIABILITY 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 keenly looks at 5 key areas as the major determinants of the viability of the media house. These include; Legal and Political Landscape Management; Business and Financial Strategies; Journalistic and Media Content; Human Resource Management and Innovation and Technology. TMF has produced a media viability consultancy guide to be used to prepare its media Viability consultants.

TMF is desirous to turn the guide into digital content to be posted on TMF's Makini learning portal. It is therefore looking for a consultant who can undertake the assignment on its behalf.

## Scope of work of the assignment

The scope of work for this assignment involves the following:

- **Review the Media Viability Consultancy Guide:** The expert will review the media viability consultancy guide to comprehend the concept of media viability and its five key areas.

- **Review the media viability traits under each key area:** The expert will review the media viability traits under each area. These traits are key to the formulation of the online learning content.
- **Design the online content:** The expert will design the online content in line with the traits of each key media viability area. This means that an expert will design six media viability online learning packages in which one of the six packages will explain the whole media viability concept while the remaining five will cover specific areas of media viability. The content should be in the form of learning packages with the following content: overview, objectives, key deliverables of consultancy and key requirements to undertake the package.

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 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.

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

- Six online media viability consultancy packages, one explaining the whole media viability concept and five covering specific areas of media viability consultancy.
- Content post on the Makini Learning Portal
- Activity report

#### **Timeframe for the assignment**

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

#### **Qualifications.**

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

#### **Minimum competence and experience**

- Demonstrable experience in innovation and technology.
- Track record in online learning 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](mailto: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.