

## **TERMS OF REFERENCE FOR LOCAL CONSULTANCY TO TRAIN RADIO STATIONS' MANAGERS FROM TEN BBC MEDIA ACTION'S PARTNER STATIONS ON STATION MANAGEMENT & BUSINESS DEVELOPMENT SKILLS**

### **1. Organizational background**

BBC Media Action is the BBC's international development charity and registered in South Sudan. Using the power of media and communication we reach over 100 million people across 28 countries, helping them make sense of events, engage in dialogue, and take action to improve their lives. BBC Media Action believes in the power of media and communication to help reduce poverty and support people in understanding their rights. Our aim is to inform, connect and empower people around the world. We are passionate about people getting the information they need and in turn being able to communicate – to good effect – with those in power.

We have been working in South Sudan since 2011, have a well-established production house in Juba and a network of content producers who work on the ground across the country. We deliver projects focusing on health, women's empowerment and gender equality, peace and reconciliation, resilience, humanitarian response and education.

### **2. Background of the Project.**

Life in Lulu project is underpinned by a social and behavior change approach, that is by design focused on sustainability. The project aims to give audiences the tools to consider their own role in their community in building peace, solving conflict and engaging with others. It aims to give the audience knowledge and tools to solve conflicts in non-violent ways, to change their attitudes to be less accepting of violence as a means to solve conflicts, and to encourage practices of non-violent ways of resolving conflicts and being more resilient if conflict does break out. In that respect the programme is aimed at sustainability.

### **3. The Objectives of the project**

- **The audience:** encouraging practitioners to ensure audiences and their information needs are central to their work by gathering audience feedback and including contributions from the audience in programmes; mapping the current audience to understand them better, identifying signal reach.
- **The practitioner:** training in editorial skills, production and technical skills, programme, and schedule management.





- **The organisation:** support with training and assistance in management processes including financial management, fundraising and HR; assistance with the technical management of the station broadcasts.

#### 4. The Purpose of the Consultancy

The purpose of the consultancy is to strengthen the stations' Managers' management skills, business development skills/fundraising skills, media censorship management skills and assist the stations to improve their capacity to manage finances and human resources more effectively. Activities will include skills training, but also a revision of current finance and HR systems to ensure more effective management of ten radio stations.

#### 5. The Deliverables of the Consultancy Service

Under output 3.1: consultants will be required to do the following:

- Train and mentor Radio Station Managers in organization management, station's management, operation, business development skills/income generation, design strategic planning for sustainability.
- Train all station managers in financial management including bookkeeping, basic financial principles and revise/set up context-appropriate finance and accounting systems.
- Review existing HR management policies, safeguarding, HR manuals and provide recommendations for future developments.
- Train station Managers to support their Human resource personnel officers to perform human resource functions and further develop other relevant human resource documents identified during the review of the human resource system.
- Write a comprehensive report after conducting the training with recommendations and designed assignments for the partner stations to use for self-improvements after the training.
- The consultants should state clearly what the milestones will be able to achieve after the training to measure the performance of the partner stations over time.
- Under output 3.2: Consultant is required to develop a menu of key management, financial and operational policies, systems, and plans.

#### 6. Methodology

The methodology will be developed and specified by the consultants and will cover the following:

- a) **Reviewing** of the secondary assessment data provided by BBC MEDIA ACTION.
- b) **Data analysis:** the data collected from different field locations, will be analyzed as per scope and training content established.
- c) **Practical and participatory approach:** based on collected and analyzed assessment, recommend and provide training in key areas identified.
- d) **Sharing of Report:** with BBC Media Action after conducting the training.

#### 7. Assignment Duration, Location and Work Plan.





This assignment is expected to take place in Juba, and it should be completed within 10 days from the last weeks of September 2022 as per the below tentative schedule:

- **20<sup>th</sup>, 21<sup>st</sup>, and 22<sup>nd</sup> September 2022:** this period will combine the review of BBC Media Action's capacity strengthening stations' needs assessment report, BBC Media Action's editorial guidelines and development of station management training manuals/materials based on the identified stations' need assessment as well as the development of the five days training programme. The material should be shared with BBC Media Action's Project Manager by the afternoon of 16<sup>th</sup> September 2022 for review and approval for use.
- **26<sup>th</sup> September– 29<sup>th</sup> September 2022:** the actual stations Managers' training sessions kicks-off and runs for 4 days from 8:30 Am to 4:30 Pm South Sudan time.
- **30<sup>th</sup> September and 3<sup>rd</sup> October 2022:** two days of training report writing and submission for review and approval, paving way for concluding the contract and payment of dues.

#### **8. Qualifications, Skills and Experience Required.**

- Excellent knowledge with recognized expertise in Management, Finance, Human Resource and policy development.
- Must be a South Sudanese Registered firm or Company with valid eligible documentations of certificate of incorporation, tax clearance among others.
- A post graduate degree in Financial management, Human Resource Management, Organizational management and demonstrating **capacity to conduct Training of Trainers and produce quality documented report.**
- Extensive experience in marketing, radio management, radio station sustainability, human Resources, management and financial management.
- Familiarity with the South Sudan context
- Experience in undertaking similar role previously with proven record of success.
- Strong analytical and presentation skills
- Must submit at least two references providing evidence of successful work done in previous role.
- Knowledge of participatory approaches and tools
- Should submit curriculum vitae of the team that will be undertaking the consultancy job

#### **How to Apply**

Interested consultants are requested to submit their **technical proposal** (with work plan) and **financial proposal** demonstrating their ability to deliver on this assignment based on their qualifications and experience. The methodology to be used should be clearly explained.

The **financial offer shall clearly indicate costs related to the consultancy service** being offered.



**Note:** The flight cost, accommodation and meals will be covered by BBC Media Action for the four different field locations outside Juba, so please don't include this cost in YOUR financial proposal.

The applications shall be submitted by email to: [Recruitment@ss.bbcmmediaaction.org](mailto:Recruitment@ss.bbcmmediaaction.org) , [procurement@ss.bbcmmediaaction.org](mailto:procurement@ss.bbcmmediaaction.org) in a zipped folder named "CONSULTANCY FOR CAPACITY BUILDING MANAGEMENT TRAINING FOR RADIO STATIONS 2022" and copy: [otto.james@ss.bbcmmediaaction.org](mailto:otto.james@ss.bbcmmediaaction.org) ; [zuhur.noah@ss.bbcmmediaaction.org](mailto:zuhur.noah@ss.bbcmmediaaction.org) ; [evans.kenyi@ss.bbcmmediaaction.org](mailto:evans.kenyi@ss.bbcmmediaaction.org)

Deadline for submission of proposals is **Thursday 8<sup>th</sup> September 2022, 5.00 pm CAT.**

