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CAPACITY BUILDING CONSULTANT TO TRAIN AND MENTOR RADIO OUTLETS ON DIGITAL MEDIA, MARKETING, AND SOCIAL MEDIA MANAGEMENT.

Introduction and Background

AMDISS is a member-based national media development organization operating in Juba and across the states of South Sudan. The organization was founded in 2003 by senior South Sudanese journalists in the diaspora. The organization's core areas of work include media advocacy and training. As a result, AMDISS established the Media Development Institute (MDI) to provide tailored-made journalism training to budding journalists.

AMDISS, a technical partner to IREX implementing the Sustainable Independent Media Activity (SIMA), will be conducting capacity building for partner stations, some of which will use consultants. The project (SIMA) aims to improve South Sudanese citizens' access to credible, accurate, and reliable information by promoting the sustainability of high-quality, independent radio operations. SIMA is envisioned to contribute to intermediate results.

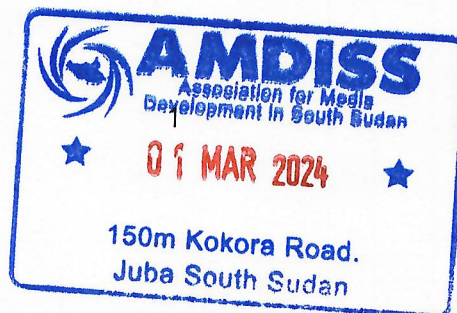
- Increased access to credible information by South Sudanese citizens leading up to and beyond national elections.
- Increased sustainability of independent commercial and community radio operations
- Improved quality of reporting from journalists and broadcasters

AMDISS is expected to work with the partner stations throughout the project to realize the project goals and results. Thus, an organization capacity assessment of these partner stations was undertaken to determine the gaps and develop a capacity development plan. The capacity assessment looked at capacity gaps in resource mobilization, financial management, radio station management, program development, production, editorial values, access, and quality of radio programs.

It is, therefore, against this background that AMDISS and IREX are seeking to recruit a consultant to support seven (7) radio outlets in improving their digital media, marketing, and social media management in line with their sustainability plans. This can be offered through training, mentorship, and coaching. The training, mentorship, and coaching will focus on the objectives below.

Objectives of the Assignment

- The consultant will work to strengthen journalism skill-building among partners so that they can engage in digital media, marketing, and social media management.





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Critical elements of capacity building

Vital elements of capacity building will include editorial writing on the website, digital production, and the capacity to produce content to boost digital presence and expand access and quality of online programs for the audience. More emphasis will be placed on building the media partners' digital marketing capacities, including designing strategies.

Duties and responsibilities:

Under the overall supervision of the Organization Development Specialist, the Consultant will undertake the following duties and responsibilities:

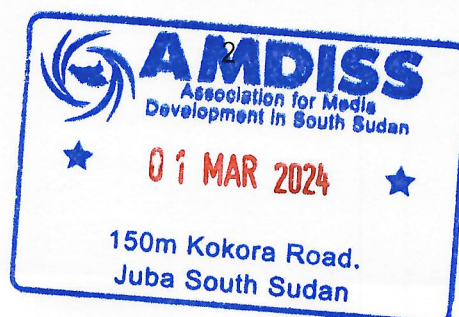
- Read and understand the capacity development plan developed from the capacity gaps identified in the assessment undertaken.
- Prepare a customized training, coaching, and mentorship methodology and plan for the 7 SIMA partner stations.
- Develop training content on the key vital element of training above. The training will be shared with AMDISS, which can commence once approved.
- Develop a training agenda or program and share it with AMDISS before the commencement of the training.
- Train and mentor Radio station Managers, program managers, reporters, and journalists in presentation skills, interview skills, photography and feature stories writing, program production and script writing, video and photo production, basic investigative writing, reporting, business journalism reporting capacity, multimedia journalism, and writing for online audiences.
- The consultant is required to review existing policies and develop non-existing policies.

Consultancy period and timelines:

AMDISS and IREX expect this deliverable-based consultancy to begin in March and run through July 2024, working on the site with the radio partners and afterward remotely. The consultancy will be for 28 days, 4 days per partner station. These 4 days include any training, mentorship, coaching, or policy review that may be required.

Qualification, Skills, and Experience:

- Excellent knowledge with recognized expertise in radio program development and station management
- A post-graduate degree or master's in media and journalism, broadcast, and digital journalism.
- Experience in undertaking similar assignments previously with a proven record of success.
- Strong analytical and presentation skills
- Must submit at least two referees providing evidence of successful work in the previous role.





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Association for Media
Development in South Sudan



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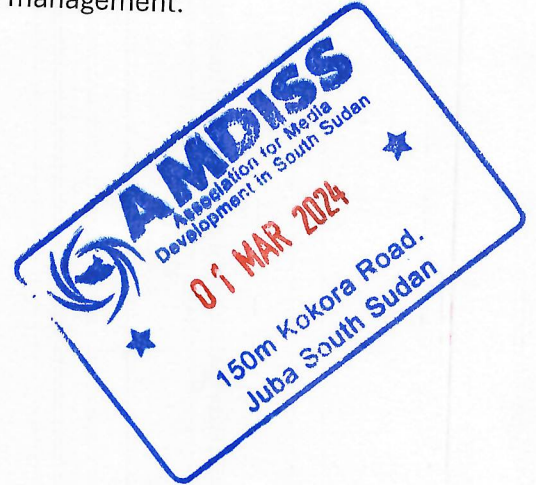
CIVIL SOCIETY & MEDIA
STAND

- Familiar with digital content production and social media management.

Proposal Evaluation criteria:

The following will be the criteria used to evaluate the proposal.

- Sufficiency of the methodology outlined (20%)
- Qualification of the consultant (20%)
- Individual capacity (20%)
- Experience and references (15%)
- Overall price competitiveness (15%)



How to apply:

Interested individual consultants are invited to submit the following by Friday, March 15, 2024, no later than 5:00 p.m. Central Africa Time.

- A technical proposal outlining the methodology and strategy for implementing the consultancy, qualifications/ skills, and experience matching the requirements of the consultancy.
- Expected daily rate/budget
- An updated Curriculum Vitae

Submissions can be made via e-mail at info@amdiss.org with the subject line “**Capacity Building Consultant to Train and Mentor Radio Outlets on Digital Media, Marketing, and Social Media Management.**” All proposals submitted must be valid for a period of not less than sixty (60) calendar days from the closing date indicated above.