

South Sudan

## VACANCY ANNOUNCEMENT: (External)

(Ref No. **BBC/MA/IBA/MUN/2023/01/JUL/01/P**)

<b>Job Title:</b>	Public Service Announcement (PSA) Freelance Producer ( <b>2 post</b> )
<b>Line Management:</b>	CESS Project Manager
<b>Contract type:</b>	10 days fixed term (temporary)
<b>Location:</b>	Juba Central Equatoria state
<b>Eligibility:</b>	South Sudanese National
<b>Deadline for submission:</b>	24 <sup>th</sup> July 2023, 5 PM CAT

### ABOUT BBC MEDIA ACTION:

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.

To achieve this, Media Action partners with civil society, local media and governments to:

- Produce creative programmes in multi-media formats, based on robust research, which inform and engage audiences around key development issues;
- Strengthen the media sector through building professional capacity and infrastructure.

BBC Media Action delivers a portfolio of media and communication for development projects in South Sudan. We seek to expand this portfolio of work, ensuring that existing projects are delivered on time, to budget, to the highest standards, and in accordance with BBC editorial values as well as Media Action best practice.

### BACKGROUND OF THE PROJECT:

Funded by the UK's Foreign, Commonwealth and Development Office (FCDO), the Girls Education South Sudan (GESS) phase2 programme is a five-year initiative running from May 2019 to March 2024. The programme is implemented by Mott MacDonald as the lead agency and supported by BBC Media Action, Windle Trust International, Montrose, and Leonard Cheshire as consortium partners. The ultimate intended impact of the GESS phase2 programme is 'transforming the life chances of a generation of South Sudanese children (particularly but not exclusively girls) through education, whilst stabilising priority areas of the education sector and concurrently seeking to deliver improved quality education'.

BBC Media Action is implementing the Behaviour Change Communication (BCC) - component of GESS. This component contributes to GESS's intended impact by supporting the key programme outcomes of building further gains in school enrolment, improving girls' and children with disabilities educational attainment, reducing barriers to education, and promoting equity in access of education for all children. To achieve these, BBC Media Action uses the radio programme 'Our School', Public Services Announcements (PSAs) and

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community outreach activities to raise awareness, to address the negative social cultural barriers which hinder girls and children with disabilities from accessing an education.

As part of the PSA production, BBC Media Action is seeking for a qualified female or male freelancer, under the following objectives:

**OVERALL OBJECTIVES OF THE JOB:**

To produce 2 topics of PSAs in 10 languages with key messages on Girls' education objectives that links to BBC Media Action's Social Behaviour Change Communication Output - Our School. The key messages will be on:

Cash transfers' Accountability / managing public funds and resources for effective service delivery.

Sustainable ways to support girls and children with disabilities to continue with school and develop their local schools when GESS project ends.

The PSAs will then broadcast on 24 local radio stations.

**1. Deliverables of the producer**

The Producer/s to produce 2 topics of Radio PSAs that relate to GESS objectives, each in 10 languages (Local Arabic, Toposa, Lotukho, Dinka, Nuer, Shilluk, Zande, Bari, Murle and English).

The producer/s to develop creative ideas of how the PSAs will be relayed to the audience by developing a PSA creative brief, Script and share with the Senior production manager and Project manager.

The producer/s will supervise the freelance translators by sending them scripts to translate and give them directives on what is needed from them.

The producer/s will organise actors for PSA recording, rehearse and record the approved translated PSA scripts, with support from language translators.

The producer/s will edit and mixdown the recorded PSA into a final product and organise a translator to listen back for correct language. The producer/s will share the final product with the project management for comments and amend when there are corrections needed.

**2. Other tasks**

The PSA freelance producer will be expected to work in close collaboration with the Senior Production manager and Project manager for accurate and easy execution of the task.

**3. Assignment Duration, Location and Work Plan.**

This assignment is expected to take place in Juba, at BBC Media Action office and it should be completed within 14 working days from the 21<sup>th</sup> July – 3<sup>rd</sup> Aug 2023 - as per the below tentative schedule:

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- **21<sup>th</sup> July 2023:** Sign contract, receive briefing on the PSA-GESS Objectives. Develop the PSA creative brief for review and approval to proceed.
- **24<sup>th</sup> July 2023:** Script the 1<sup>st</sup> draft of the PSA and submit for review. Begin to plan and organise translators and actors to work with by sending freelance contracts for signing.
- **25<sup>th</sup> July 2023:** Receive and send reviewed script to the translators for translation and organise actors for recording.
- **26<sup>th</sup> and 26<sup>th</sup> July 2023:** Record PSA scripts
- **27<sup>th</sup> – 31<sup>st</sup> July 2023:** Edit and mix all the recorded PSAs.
- **1<sup>st</sup> Aug 2023:** Submit edited PSAs to management for review and feedback.
- **2<sup>nd</sup> – 3rd Aug 2023:** Check with translators for correct language and submit final produced PSAs and concluding the contract and payment of dues.

#### **4. Expectations.**

The PSA Freelance Producer will be required based on the contents of this TOR to present his/her interpretation of the tasks and programme scripting as well as the workplan for the PSA production to finish.

#### **PERSON SPECIFICATION - REQUIRED KNOWLEDGE, SKILLS AND EXPERIENCE**

- Degree/Diploma in Mass communication
- Working experience of not less than 3 years in Radio Programme production including PSAs with track record of working as radio station practitioners in the above-mentioned required areas.
- The individual being contracted should be able to demonstrate their expertise and practical approach used over the years in carrying out practical radio PSA production.

#### **COMPETENCIES:**

The following competencies (behaviours and characteristics) have been identified as key to success in the job. Successful candidates are expected to demonstrate these competencies.

- **Analytical Thinking** – Able to simplify complex problems, processes or projects into component parts, explore and evaluate them systematically. Able to identify causal relationships, and construct frameworks, for problem-solving and/or development.
- **Decision making** – Is ready and able to take the initiative, originate action and be responsible for the consequences of the decision made.
- **Planning and organisation** – Is able to think ahead in order to establish an efficient and appropriate course of action for self and others. Prioritises and plans activities considering all the relevant issues and factors such as deadlines, staffing and resources requirements.
- **Resilience** – Can maintain personal effectiveness by managing own emotions in the face of pressure, setbacks or when dealing with provocative situations. Can demonstrate an approach to work that is characterised by commitment, motivation and energy.
- **Influencing and persuading** – Ability to present sound and well-reasoned arguments to convince others. Can draw from a range of strategies to persuade people in a way that results in agreement or behaviour change.
- **Communication** – The ability to get one's message understood clearly by adopting a range of styles, tools and techniques appropriate to the audience and the nature of the information.

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- **Managing relationships** – Able to build and maintain effective working relationships with a range of people.
- **Self-development**– Is able to identify and apply opportunities for learning and development.

**APPLICATION SUBMISSION CRITERIA:**

To apply, please submit your **CV** of maximum 3 pages and a **cover letter** send to email address [Recruitment@ss.bbcmediaaction.org](mailto:Recruitment@ss.bbcmediaaction.org).

The position should be clearly indicated in the subject line as “Public Service Announcement (PSA) Freelance Producer \_ No. **BBC/MA/IBA/MUN/2023/01/JUL/01/P**”

**QUESTION:**

The role involves working with groups of vulnerable children and adults. BBC Media Action is committed to providing a safe and trusted environment for every person connected to the work we do; and to preventing any type of unwanted behaviour including sexual harassment and exploitation, abuse, and financial misconduct (a zero-tolerance policy). Any candidate offered a job with BBC Media Action is expected to share and demonstrate our values and adhere to BBC Media Action’ Safeguarding policy and sign BBC Media Action’ Code of Conduct.

Do you have anything in your history, either professionally or personally, that conflicts with BBC Media Action [Code of Conduct](#)?

All declarations will be kept confidential. Please note, non-disclosure of something that could impact your role, may lead to termination of your contract, if successful recruited.

Yes  -Please provide further comments in additional sheet of paper and attached with your application

No