1.0 Background

UNESCO, within the framework of the SDC-funded project, “Empowering Local Radios with ICTs for the Promotion of Rural Citizens’ Participation in Democratic Discourse and Development”, supports 25 local and community radios in Tanzania Mainland and the Zanzibar Archipelago; as well as the Community Media Network of Tanzania (TADIO). The support aims at strengthening collaboration, advocacy and knowledge sharing amongst community media practitioners as well as undertaking Capacity Building sessions to enhance Radio management and Radio practitioners’ skills.

UNESCO intends to contract an external consultant/institution/qualified individuals to build capacity of TADIO to enable it put in place strong internal systems through both capacity building and mentorship for its secretariat staff and board members on digital marketing to enable them to utilize online foras in place for income generation.

1.1 Rationale of the Training

The network and its community radios members are yet to achieve financial independence, as it is a situation that requires them to find modalities that will see its secretariat and member radio stations actively engage in a capacity development to strengthen member income generation through enhanced skills in digital marketing. As well as to establish joint marketing and advertising strategies to strengthen income generation for all members. They also need to ensure that they acquire technical expertise to tap into the national advertising market, national and international development campaigns that will contribute to programme relevance.

Concurrently, the network needs to expand strategic partnership, employing UNESCO’s national and international network to include government, civil society, UN and development partners, academic institutions, and the private sector. They will also need to enhance collaboration with other organizations (NGOs, media training organizations, etc.).

For that to happen, the contractor will have to build capacity of TADIO’s secretariat staff and member radio stations in digital marketing to enable them to create diversified sources of income, engage in online advocacy campaigns and networks with other likeminded organizations.

1.2 Objectives of the Consultancy

The objectives of the consultancy is to build capacity of TADIO’s secretariat staff and board members to enable them understand the general concept of digital marketing and the technical part for them to
implement it and thus utilize it to create diversified sources of income, engage in online advocacy campaigns and network with other likeminded organizations.

Expected Duration of the Assignment: March 2020

The assignment (5 days workshop plus mentorship sessions to 11 Secretariat and Board members) is expected to begin in February after the signing of the contract and have a total length of two month.

Audiences

Three TADIO Secretariat Staff and eight TADIO Board Members. Total of 11 persons.

Scope of the consultancy (Duties and Responsibilities)

Working to an agreed schedule in consultation with and supervision of the UNESCO Project Officer to:

1. Conduct a five days capacity building on digital marketing
2. Conduct mentorship to three secretariat staff on effective use of digital marketing, social media platforms to generate income.
3. To help TADIO come up with a Digital Marketing Strategy and implement it.
4. To make a presentation to members on the use of digital marketing

Deliverables

1. Training materials and training report;
2. Digital Marketing Strategy for TADIO;

Key Competencies

- Demonstrate experience in marketing and on use of digital platforms.
- Experience in capacity building, coaching and mentoring in digital marketing.
- A good understanding of the media landscape in Tanzania especially similar activities with community radios in Tanzania.

Those qualified should send a short technical and financial proposal inclusive of similar assignments undertaken to r.ngunangwa-mwalongo@unesco.org. The deadline for the submission of the proposal is February 10, 2020.