

## Women in Law and Development in Africa (WiLDAF-Tanzania)



Women in Law & Development Africa

### TERMS OF REFERENCE

#### Consultancy Service to Design and Coordinate Media Campaign on GBV and Women Land Rights

##### 1.0. ABOUT WiLDAF-TANZANIA

Women in Law and Development in Africa (WiLDAF) Tanzania is a non-profit organization, established in 1997. It is a part of a large Pan-African network dedicated to promoting and strengthening strategies that link Law and development in order to increase women's participation and influence at that community, national, regional and international level in order to enhance the protection of their rights.

The overall goal of WiLDAF-Tanzania is to improve the status of women's human rights and promote socio-economic development in Tanzania. The mission is to enhance a sustainable network for the promotion of respect of Women's Human Rights through advocacy, dissemination and observance of national, regional and international standards.

WiLDAF-Tanzania is working to increase access to justice for women and girls, scale up awareness of Women's rights, combating Gender Based Violence (GBV), increase women participation in leadership and decision making, empower women in economy and improve maternal health and morbidity to women in Tanzania.

## 2.0. ABOUT THE PROJECT

WiLDAF through the generous support from Foundation for Civil Society is implementing Uwezo Project which seeks to strengthen capacity of the latter's grantees to effectively implement gender transformative programs. Through the program, WiLDAF acts as a leader of Gender Based Violence and Women's Land Rights Cluster. As a leader, WiLDAF has been tasked not only to build capacity of cluster members but also to leverage on her rich experience to ensure cluster's advocacy issues are well coordinated and at times are effectively brought to the national level. As such WiLDAF has been taking deliberate initiatives to ensure grantees advocacy issues are amplified and their voices heard. In pursuit of that particular goal, WiLDAF is now intending to conduct mass media and social campaign to create awareness of GBV and women's land rights. The campaign will cover both national and community media houses where FCS grantees work across the country.

## 3.0. SCOPE OF WORK.

WiLDAF is inviting a qualified consultant to apply for this assignment which aims at;

- (i) Designing and producing short video clips and messages particularly on GBV and Land rights issues among women for;
  - Raising awareness among the communities on promoting positive norms to end GBV and promote women's rights to own land
  - Holding accountable duty bearers and policy makers to ensure effective legal and policy framework are executed to address GBV and women land rights
  - Mobilizing community support across the country and in particular from regions where FCS grantees work towards demanding reforms and accountability in protecting women rights issues especially on GBV and land.
- (ii) Coordinating and managing media campaigns on both traditional and digital media spots, to include; Television, Radio, Newspaper, livestreams, online TV, Social media platforms and others

The consultant is expected to use their expertise to coordinate and manage all media engagement under the campaign and ensure above mentioned desired outcomes are met. In specific the consultant will conduct the following activities;

- (i) Develop media and social media engagement plan with clear timelines and outputs for each activity
- (ii) Design and produce four (4) video clips and messages on GBV and women land rights
- (iii) Secure spaces in media houses to air the campaign agenda. In this task the consultant is required to the following minimum targets
  - a. At least 8 talk show programs on national television broadcast channels
  - b. At least 8 talk show programs at national radio broadcasting channels
  - c. At least 8 talk show programs at community radio broadcasting channels (within regions with FCS grantees)
  - d. At least 4 articles in national print media houses.
- (iv) Social media posts to leverage the media campaign
- (v) Ensure message sent out during the engagement with media houses is at all time positive towards advancing the campaign agenda
- (vi) Produce comprehensive detailed report of the media campaign undertaken providing succinct information on the media houses reached, number of programs, and people reached. The report should be accompanied with cuts from the programs and newspaper articles

**4.0. TIME FRAME AND DURATION OF THE ASSIGNMENT**

The consultancy is planned to be carried out between Mid July 2023 to Mid November 2023. Below is a tentative schedule:

<b>Phases</b>	<b>Time Frame</b>
Develop an detailed media engagement plan	July
Design and produce video and messages for the campaign	July
Conduct media engagement (8 programs at national level television channels, 8 radio programs at national level radio channels, 8 radio programs at local level and 4 articles at national print house media	Mid July to Mid-November
Develop comprehensive media engagement report	November

Final consultancy report is to be submitted no later than 15<sup>th</sup> November, 2023.

## **5.0. DELIVERABLES**

The following key deliverables are expected from this consultancy:

- Media engagement plan
- Eight (8) talk show programs on national television broadcast channels
- Eight (8) talk show programs at national radio broadcasting channels
- Eight (8) talk show programs at community radio broadcasting channels (within regions with FCS grantees)
- Four (4) articles in national print media houses
- Comprehensive media engagement report

## **6.0. RATES AND MODE OF PAYMENT**

Reasonable and competitive rates will be provided. The Consultant will be paid 40% of the total consultancy fee upon signing of the contract and the remaining 60% upon delivery and acceptance of deliverables within specified period. The consultancy fee is subject to withholding tax as per income Tax Act.

## **7.0. QUALIFICATION AND EXPERIENCE**

The selected consultant must have at least 5 years demonstrable experience in managing large media and social media engagements. In addition to that, the consultant is required to have good knowledge and experience in gender and women's rights issues

## **8.0. MODE OF APPLICATION**

For interested candidates, please send your technical and financial proposals to [info@wildaftanzania.or.tz](mailto:info@wildaftanzania.or.tz) and copy [rmaro@wildaftanzania.or.tz](mailto:rmaro@wildaftanzania.or.tz) by 14<sup>th</sup> July 2023.