

## Terms of reference

### Mission for an Audio-visual and social media communications expert

Issued on: 06.08.2024; Deadline to apply: 15.08.2024 (18h)

#### 1. Background and objective of the consultancy

From 23rd September to 3rd October 2024, CAMECO (Catholic Media Council – [cameco.org](http://cameco.org)) will coordinate a **Design Thinking workshop** with a Catholic Radio and TV partner in Madagascar. The purpose of this session is to help this TV developing a creative format for its new audio-visual transmission on **children rights**. To hold this design thinking session, CAMECO will send one of his officers to Madagascar, from Germany.

To ensure the quality of the intervention, CAMECO and its local partner are seeking a **qualified and creative Audio-visual and social media communications expert**, who will assist our officer in preparing, realising (expert insights and assistance), and documenting (photos, interviews, videos) the workshop, and following up (**for 2 months**) the implementation phase of the result of design thinking sessions. The consultant will share with CAMECO and the local RADIO-TV partner his expertise in developing engaging content for television, radio, and digital /social media platforms, and in implementing effective communication strategies to reach the target audience.

#### 2. Position:

Audio-visual communications Consultant, expert in developing engaging audio-visual contents for television, radio and digital/social media platforms and formulating and implementing effective communication strategies to reach the target audience.

#### 3. Location:

Tamatave, Madagascar. The consultant should be based in Madagascar (or directly in Tamatave) and available for engagement from September to November 2024.

#### 4. Duration: 10 days Design Thinking + 2 months consultancy

- **Phase 1 (collaboration on the workshop preparation and realisation):** 23 September – 3rd October 2024 (including some preparation time)
- **Phase 2 (Consultancy on contents production** during the first implementation phase of the Design Thinking product result): October-November 2024 (2 full months)

#### 5. Budget: 2,000 Euros (all included))

- First installment of 25%, with the signature of the agreement
- Second payment of 25%, at the end of the DT session
- Last payment of 50% at the end of the consultancy

## 6. Activities and deliverables

- **Supporting the workshop preparation and execution:**
  - Collaborating with CAMECO workshop facilitators to prepare and conduct the Design Thinking Workshop
  - Conducting a 2h workshop on content creation and strategic communication
  - Facilitating the creation of audio-visual prototypes and first-hand audio-visual products, during the testing phase
  
- **Consulting the local RADIO-TV partner**
  - Guide the Radio-TV production team in developing high-quality contents and promotional materials, based on the result of the Design Thinking session.
  - Track the progress of content development, and provide, for each transmission, feedback, and recommendations to the production team of the RADIO-TV partner, to ensure content is engaging, clear, and aligned with project goals, and to enhance the effectiveness of the productions and engagement of the audience.
  - Provide to CAMECO a **weekly report** on the production, broadcasting, and audience engagement progress.
  - Compile and provide to CAMECO, a week after the end of the consultancy phase, a **final report** summarising key achievements, challenges, and lessons learned.
  
- **Documenting the workshop**
  - Ensure that the participants sign the declaration of consent for publication of photographs/videos.
  - Prepare a script of the documentation activities of the workshop
  - Take professional and high-quality interviews and photographs of participants during the event to evidence the development of it.
  - Produce a high-quality video summarizing the event or specific aspects of the workshop.

## 7. Required Qualifications

- **Contents production:** demonstrated experience in producing creative and engaging audio-visual contents for radio, television, and digital/social media, and in applying effective communication strategies to reach the target audience (for instance, the **cultural sensitivity** to adapting content to local realities while respecting cultural and social sensitivities).
- **Topic Sensitivity:** expertise in handling social or educational subjects in audio-visual projects (experiences on content related to children is a plus).
- **Technical Proficiency:** knowledge of production processes, including content research, scripting, recording, editing, and post-production for audiovisual projects.

- **Coaching and team development:** proven ability to guide individuals and groups enhancing their skills in creating innovative and engaging audio-visual contents. Prior work in workshop or educational settings is desirable.
- **Strong organizational skills:** ability to work autonomously and consistently meet deadlines.
- **Local Context Awareness:** comprehensive understanding of Madagascar's social, cultural, and media environment, particularly regarding social or educational subjects (related to children is a plus).
- **Collaboration and Leadership:** excellent interpersonal skills and ability to work in a multicultural environment. Leadership to manage complex media projects and inspire a team towards achieving set objectives.

## 8. Application Process

Interested candidates are requested to submit the following documents:

- A detailed CV highlighting relevant experience.
- Presentation and motivation letter
- Examples of previous work related to content creation and strategic communication.

Applications should be submitted by **15<sup>th</sup> August 2024**, to Mambulu Ekutsu through the following e-mail address: [Mambulu.Ekutsu@cameco.org](mailto:Mambulu.Ekutsu@cameco.org).

Successful candidates will be contacted during the week of 16 August 2024.

## 9. Evaluation Criteria

- Relevant experience and qualifications.
- Quality and creativity of previous work.
- Motivation.
- Availability and ability to work within the specified budget.

We look forward to receiving applications from qualified candidates who are passionate about leveraging their communications expertise to support innovative contents development for Radio and TV, through design thinking in Madagascar.