**Attachment 1:**

**Scope of Work**

**Short-Term Technical Assistant (STTA) Consultant –** Media Consultant

**Title:** STTA\_ Media Lead Consultant

**Department:**  Programs

**Reports to:** The Program Manager

**Location:**  Borno

**Estimated Period of Performance:** June 2022 - September 2022

**Estimated Level of Effort:** Around 60 days

**Slot:** 1

1. **BACKGROUND**

Creative Associates International (Creative) through United States Agency for International Development Nigeria Mission (USAID/Nigeria) funding is implementing the Nigeria Northeast Connection (NE Connection) program: Building Community Resilience to Violent Extremism and Conflict in Northeast Nigeria. This program aims to strengthen the resilience of communities vulnerable to violent extremist infiltration and conflict in Adamawa, Borno and Yobe (BAY) states in northeast Nigeria.

1. **PROGRAM DESCRIPTION**

Program activities will be implemented directly by NE Connection staff or through local actors (i.e., grantees), with close oversight and technical assistance from program staff. In Borno state, Northeast Connection has identified **Biu, Jere, Hawul, Kwaya Kusar, Maiduguri and Shani** as target Local Government Areas (LGAs) for intervention.

The objectives of the NE Connection program are to ensure that.

1. Resilience of communities vulnerable to violent extremist infiltration and conflict enhanced.
2. Local capacity to respond to emerging threats developed.

The program is being implemented primarily through small grants at the community level, designed to address specific problems or requests hinging on learnings and recommendations from quarterly research. Activity processes are as important as activity outputs in contributing to the program’s strategic goal. Program objectives are not met solely by performing tasks under an activity, but also through an inclusive locally led process that brings the community together to realize goals and foster positive engagement.

1. **POSITION SUMMARY**

The media consultant will work closely with NE Connection team to develop and produce conflict sensitive media contents for broadcast and dissemination in English Hausa, English and Kanuri languages. The STTA will collaboratively work with program team under the guidance NE Connection Program Manager and Communication/Reporting Officer in developing and producing conflict sensitive radio program, short video skits, interviews with influential personalities and disseminate to wider audience for publicity and awareness in propagating government’s efforts on reintegration in communities across Jere LGA.   The STTA will work from 8:00 am to 5:00 pm daily and the consultancy is expected to be for a period of **30 days** including the initial kick-off/debriefing meeting, the number of days for report writing. The STTA will work with specific guidance from NE Connection Team.

1. **REPORTING & SUPERVISION**

The STTA shall report to the Nigeria Northeast Connection Program Manager Borno state portfolio.

1. **TASKS TO BE PERFORMED**

Primary responsibilities of the STTA will include but are not limited to the following:

* The Media Consultant will participate in the initial kick-off/debriefing meeting involving Media firm/organization and Programme Assistant under the supervision of NE Connection The STTA will conduct mapping of relevant actors working on reintegration and reconciliation within the target LGA.
* The consultant will conduct mapping of influential stakeholders to be interviewed during the media campaign. This will involve~~s~~ identifying critical stakeholders both at the state and LGA level to grant interview on video and audio clips.
* Media consultant will develop and produce conflict sensitive messages, radio program, short video skits, jingles, pre-recorded interviews with influential personalities and share with NE Connection for review and approval
* The consultant will work with the media firm or organization engaged by NE Connection to produce and disseminate conflict sensitive media program/content to wider audience for publicity and awareness
* Consultant will work with relevant agencies and Ministries in promoting efforts of the state government on reintegration efforts.
* Develop M&E plan for the project which will be reviewed and approved by NE Connection.
* Provide weekly activity highlight with quality pictures, monthly reports and respectively and submit to the program team for review and then at the end of the project develop a final report and shared with NEC program team.
* Work closely with program team to monitor the propagation of the media contents by the media organization.
* Write a detail report and submit both electronic and hard copy to the NE Connection.

1. **RESULTS AND/OR DELIVERABLES**

|  |  |  |  |
| --- | --- | --- | --- |
| **Deliverable** | **#Days** | **Due Date** | **Amount** |
| Submission of report on joint kick off and planning meeting with media firm, Programme Assistant and the NE Connection program and Monitoring Evaluation and Learning (MEL) teams to discuss key deliverables, timeline, and reporting, the report to be submitted will covers mapping of relevant actors and influential stakeholders to participate in the media campaign (critical stakeholders both at the state and LGA level). | **5** | June 15, 2022 | **10%** |
| Share a developed questionnaire with NE connection for review and approval and detail report on organized, and conducted interviews with identified/mapped respected personalities and influential stakeholders as well as community members | **5** | June 25, 2022 | **15%** |
| Submission of short video skits (5 distinct short video skits in English, Kanuri, and Hausa), audio jingles, pre-recorded interviews with identified influential persons, conflict sensitive media contents for broadcast and dissemination in English, Hausa, and Kanuri languages also development of social media pages/contents for review and approval before production. | 8 | July 10, 2022 | 20% |
| Detail report on monitoring the dissemination of conflict sensitive social media pages/contents, short video skits, jingles, and pre-recorded interviews with respected personalities | 10 | July 20, 2022 | 20% |
| Share design conflict sensitive messages to be printed on T-shirts, Face-caps and Hijabs in English, Hausa, and Kanuri languages with USAID and NE Connection logos. The contents will focus on promoting reconciliation, forgiveness, and reintegration to be approved by NE Connection. NE connection team will directly procure the T-shirts, Face-caps and Hijab which will be distributed to community members as part of the campaign. Submit report on translation of Hausa and Kanuri for 2 days each to translate the media contents for local audience and wider coverage. | 6 | August 8, 2022 | 15% |
| Participation and submission of final activity detailed/complied report including recommendations, success stories, quality action pictures. | 10 | Sept 16, 2022 | 20% |
| **TOTAL** | **44** |  | **100%** |

**7. DESIRED Skills & Qualifications:**

* University degree or equivalent in social science or related field
* Excellent written and spoken English.
* Cultural competency, patience, and a sense of humor essential
* Experience in media.
* In-depth knowledge of northeast crises trend with engagement experience in supporting activities that complement the Borno state government’s 10-year Transformational Plan and 25-year Development plan.
* Equipped with sufficient level of awareness on: Resilience, Reintegration, Reconciliation, Early Recovery, good understanding of national and state government policies and Lake Chad region.
* Good communication and interpersonal skills are required.
* Excellent documentation skill is required.