

July 2020

Terms of Reference | Call for Consultants

About Twaweza

Twaweza means “we can make it happen” in Swahili. Twaweza works on enabling citizens to exercise agency and governments to be more open and responsive in Tanzania, Kenya and Uganda. We have programs, staff and offices across all three countries, and a world respected practice of learning, monitoring and evaluation. One of our flagship programs is *Sauti za Wananchi*, Africa’s first nationally representative mobile phone survey. We undertake effective public and policy engagement, through powerful media partnerships and global leadership of initiatives such as the Open Government Partnership.

Vision: We believe in an open society, built on the human impulse to make a difference; where information and ideas flow, citizens engage, and authorities are accountable to the people.

Mission:

- To demonstrate how citizens can come together to collectively address their systemic development problems, and make government work better for them
- To enable citizens’ voices, interests and experiences to be heard and taken seriously in decision-making across multiple governance levels
- To promote and protect open civic space which enables citizens to freely assemble or organise, speak and act

Values:

Collaborative

We seek to work with and learn from others, to pursue common interests, knowing that most powerful things can only be achieved when we pull together our strengths.

Transparent

We seek to practice what we preach, foster a culture of deep transparency, disclose all by default (except a narrow aspect that is private and confidential), be honest about failure and success, and share widely.

Imaginative

We seek to think anew, reframe, wonder, imagine possibilities beyond traditional boundaries, and to spur unusual ideas, aspirations and action.

Strategic

We value big challenges; appreciate the need think clearly through and make good judgments about scale, connection, implementation, impact and durability.

Rigorous

We seek quality – attention to detail, clarity and elegance – in everything that we do.

Curious

We are driven by a thirst for learning; to ask, know, understand, tinker and create.

About the assignment

Twaweza's Advocacy and Engagement department is searching for a consultant to help oversee a number of key projects for the organization. These range from designing and creating content for capacity development and engagement to creating a sustainability plan for a new health related website. The successful candidate will be curious and passionate, thirsty to experiment and learn, and open to feedback and adaptation.

Qualifications, Qualities

The applicant should have

- At least five years of experience in communications and/or advocacy
- Experience in project management
- Skills and knowledge in digital engagement
- Excellent writing and presentation skills in Kiswahili and English
- Attention to detail and a creative flair
- Experience with the monitoring and evaluation of communications
- Willingness and experience in working iteratively, adapting based on feedback and creating content using principles of human centred design

Tasks

It is anticipated that the consultant will work with Twaweza full time for approximately six months.

Satire website

- Input into the design of the intervention and Twaweza's participation
- Provide content reviews and feedback, and strategic support to Twaweza's partner running a new satirical commentary website.
- Coordinate implementation of the monitoring work for this site which involves designing mechanisms to understand the effects on audience attitudes and perspectives of the site's content. This will be designed in conjunction with Twaweza's Learning and Strategy department and the Director of Engagement and Advocacy but implemented by the consultant.

Regional civil society network

- Using data collected from targeted sub-national civil society organisations (CSOs) that have partnered with Twaweza on reviewing the proposed National Decentralisation Policy, design course content for a three day training workshop. This will be done in collaboration with other departments in Twaweza depending on the topic but the consultant will be responsible for producing the final material for all topics. Topics will range from advocacy and fundraising skills

to operational and financial management capacities as well as contextual analysis including details of relevant laws and policies but will be ultimately determined by the targeted CSOs.

- Input into survey tools designed to capture key information from these CSOs.
- Design an ongoing program of engagement for these CSOs via WhatsApp or another appropriate platform.

Extending the reach of video content

- Design and support implementation of a communications strategy to promote pre-existing footage and content available at Twaweza in collaboration with the Advocacy and Engagement team.
- The work should be largely focused on social media but including some engagements with MPs and other key audiences.

Building public leadership

- Design a program of WhatsApp and physical engagements with a group of young people to inspire public-minded leadership.

Health Online

- Review the content of Twaweza-supported website on medical issues and provide regular feedback.
- Help to boost social and traditional engagement for the site.
- Design a corporate sponsorship pitch for the site and help to secure a sponsor.

Position papers and multimedia content

- Conceptualise and create new type of Twaweza output on core values.
- Produce accompanying multimedia content in collaboration with the Advocacy and Engagement team and any other consultants.
- Design and implement an engagement plan for this content.

Inspiring editors

- Design a series of seminars for editors to inspire public values and public interest content.

To Apply

Interested parties should submit a CV, cover letter, financial proposal and samples of previous relevant assignments (up to three). In addition, the application should include a narrative proposal (maximum five pages) for how the consultant might approach at least two of the tasks described given the information available.

These should be sent to the following addresses no later than midnight on 14 August 2020:

jobs@twaweza.org, jchirwa@twaweza.org