

Terms of Reference

Developing a Strategic Plan and a Business Plan for *the Chanzo Initiative*

1. Background

Twaweza East Africa has entered a partnership agreement with *the Chanzo Initiative* to support them to produce analysis, insights and articles on current affairs in Tanzania as a new independent online media.

The Chanzo Initiative exists at the interface between advocacy and journalism. It is founded to uplift the voices of underreported, vulnerable, and marginalized communities in Tanzania with the goal to make Tanzania the best place to live for everyone regardless of class, creed, sexual orientation and nationality.

At present, the modus operandi of most media outlets in Tanzania have made the voices of people from these communities to be less represented thanks to the prevalent attitude in the part of journalists and media managers that issues from these communities do not ensure maximum and immediate revenue returns to the media and their owners.

It is against this background that Twaweza East Africa in partnership with *The Chanzo Initiative* are seeking expressions of interest from qualified consultants to develop a five year business plan for *The Chanzo Initiative*.

2. Purpose

To develop a five-year Strategic and Business Plan to enable the Chanzo to be sustainable.

3. Specific tasks

In collaboration with *the Chanzo Initiative* and *Twaweza*, the consultant will be responsible to:

- Conduct consultations with *the Chanzo Initiative* and other relevant stakeholders including conducting analysis of the business context to inform the business planning process;
- Study the critical sustainability factors for similar entities including operational gaps, funding loopholes, competitiveness and viability;
- Facilitate a three-day preliminary strategic and business planning exercise
- Facilitate a one-day validation meeting with *the Chanzo Initiative* and identified stakeholders to discuss and review the draft Business Plan before it is finalized
- Lead *the Chanzo Initiative* in developing the governance, operational structure and financial management plan for both the short term and long term;

- Provide feedback on the *the Chanzo Initiative's* branding and communication strategy; and
 - Develop a 5 year sustainable Business Plan for *the Chanzo Initiative*;
 - The Business Plan should be further expanded from *the Chanzo Initiative* Concept Note;
 - Contain a detailed menu of services that *the Chanzo Initiative* could offer;
 - Well-defined roles and responsibilities for the various individuals within *the Chanzo Initiative* and partners in implementing the Business Plan;
 - An extensive financial model ensuring financial viability and sustainability for *the Chanzo Initiative*.
4. **Deliverables:** 5 year business plan and accompanying operational strategies and management set up
5. **Duration:** Up to 20 working days to be completed before the end of July 2022.

6. Qualifications

At the minimum, the application materials should enable the reviewers to establish the consultant/s relevant qualifications including but not limited to:

- Experience in developing Business and Strategic Plans for similar entities (Include samples and contact references with your application).
- Excellent communication skills including workshop facilitation in English and Kiswahili Language
- Knowledge and/or experience in the media sector particularly online media context
- Forward looking, innovative and passionate about online/digital media
- Wider knowledge on various societal topics particularly current affairs at the national, regional and international levels and the role of online/digital media

7. How to apply?

Prospective applicants should submit a one-page cover letter, two-page expression of interest covering both technical and summary financial (consultant/s fees only for the duration stated) proposals, two-page CV highlighting relevant experience only to jobs@twaweza.org cc: jkalemera@twaweza.org and jshussa@twaweza.org by 2nd June 2022.