

## Terms of Reference

### Developing 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 has made the voices of people from these communities to be less represented thanks to the prevalent attitude on 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 is seeking expressions of interest from qualified consultants to develop a five-year business plan for the Chanzo.

#### 2. Purpose

To develop a five-year sustainable business plan to enable the Chanzo to be sustainable.

#### 3. Specific tasks

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

- Conduct consultations with the Chanzo and other relevant stakeholders including conducting an analysis of the business context to inform the business planning process;
- Conduct market analysis and risk assessment and study the critical sustainability factors for similar entities including operational gaps, funding opportunities, competitiveness and viability;
- Facilitate a two-day preliminary business planning exercise
- Facilitate a one-day validation meeting with the Chanzo and identified stakeholders to discuss and review the draft Business Plan before it is finalized
- Lead the Chanzo in developing the business plan for both the short term and long term;
- Provide feedback on the Chanzo's branding and communication strategy; and
- Develop a 5-year sustainable Business Plan for the Chanzo;
  - The Business Plan should be further expanded from *the Chanzo Concept Note*;
  - Contain a detailed menu of services that the Chanzo could offer;
  - Well-defined roles and responsibilities for the various individuals within the Chanzo and partners in implementing the Business Plan;

- An extensive financial model to ensure financial viability and sustainability for the Chanzo.
4. **Deliverables:** 5-year business plan and accompanying operational strategies and management set-up
  5. **Duration:** Up to 40 working days to be completed by the end of January 2023.

## 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 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/digital 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 internal levels and the role of online/digital media

## 6. 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, and two-page CV highlighting relevant experience only to [jobs@twaweza.org](mailto:jobs@twaweza.org) cc: [jkalemera@twaweza.org](mailto:jkalemera@twaweza.org), by 18<sup>th</sup> November 2022.