

Terms of Reference (ToR)

Narrative Intelligence & Social Media Analysis in Tanzania

Twaweza East Africa is a regional civil society organization operating in Tanzania, Uganda, and Kenya. Our vision is of an open society built on the human impulse to make a difference, where information and ideas flow, all citizens engage, and government works better for people. For more information, please visit www.twaweza.org.

Read This Carefully

We are not looking for influencers.

We are not looking for content creators.

We are not looking for people trying to “build a brand.”

If your instinct is to post, perform, or grow an audience, this is not for you.

We are looking for a digital native young person who watches, interprets, questions, and understands what others miss.

The Work

Twaweza is building an approach to decode narratives from social media – to understand how young people in Tanzania are actually making sense of their world around four areas: livelihoods and jobs, safety and security, participation, and skills.

Not what they say at the surface.

What they *mean* beneath it.

This includes: Memes that look like jokes but aren't, humor that carries anger, silence that signals withdrawal, trends that reveal deeper shifts in belief etc.

Your job is to spot patterns, name them, and explain what they reveal about young people.

What You'll Do

- Track and collect content from TikTok, Instagram, and X
- Identify patterns and cluster them into narratives (shared ways of seeing the world)



- Analyze tone, format, and coded expression (irony, satire, absurdity)
- Contribute to short, sharp narrative intelligence briefs
- Argue, defend, and refine your interpretations in team discussions
- Engage with young people offline to test whether your analysis holds

Who This Is For?

You are:

- Deeply online but not easily impressed by what trends
- More interested in *why something is happening* than in participating in it
- Able to sit with contradiction, ambiguity, and uncomfortable truths

You don't just scroll, you read between the lines.

What Will Set You Apart?

- You can explain a meme in terms of power, identity, or frustration
- You notice patterns others overlook
- You are comfortable saying: *"This is what everyone is missing"* – and backing it up

Practical Details

- Duration: 6 months
- Commitment: Full-time
- Location: Tanzania

How to Apply

Submit the following to jobs@twaweza.org cc syusuph@twaweza.org by **May 29, 2026**:

1. A short response (max 1 page):

What is one trend, meme, or type of content you are currently seeing among young people in Tanzania that you think is widely misunderstood? Explain what it *actually reveals*.

2. Your CV or Profile (max 2 pages)





Include anything that shows how you think — not how you perform.

Final Line

If you think most analysis of young people online is shallow, you're probably right.

We're looking for someone who can go deeper.

