

TERMS OF REFERENCE FOR THE RECRUITMENT OF INDIVIDUAL CONSULTANT AS EDITORIAL ADVISOR

1. Background

Rwanda Broadcasting Agency (RBA) is seeking to recruit a competent, experienced and seasoned veteran Broadcaster as advisor to drive forward its vision of becoming a credible, respected and trusted Public Broadcaster for the Rwandan audience and a model for the region. This advisor will work directly with the senior management team of RBA and will report directly to the Office of the Director General.

2. AIMS AND OBJECTIVES

I. Editorial Advisor

This position requires a strong understanding of TV and Media Business drivers and trends with knowledge of end-to-end video delivery and modern technology. Specifically the Advisor will undertake the following;

3. DELIVERABLES/ EXPECTED OUTPUT

- 3.1 Setting the strategy for running a competitive and commercially viable TV channel largely based on relevant content that appeals to the local audience,
- 3.2 Setting the work ethic, tone and pace of the station. Be able to predict market trends; set performance expectations; ensure responsibility for maintaining a station's reputation and market image.
- 3.3 Be able to coach and mentor young team including anchors, reporters and producers on ways of making RBA programming more appealing to the audiences. That means knowing everything from the basics of shooting a video to how to write a compelling script.
- 3.4 Have competent skills on TV branding and guide the branding team and good visuals for a modern TV set.
- 3.5 Presenting stories and documentaries is not enough today. The consultant must design strategies to reach target demographics of RBA audience based on the available market research.
- 3.6 Creating harmonized solutions that inspire RBA team to innovate, manage and monetize a new generation of rich TV experiences for the mass market.
- 3.7 Take active role in planning in-depth series and special coverage and train reporters, producers on ways of delivering better live reports and improve questioning techniques during interviews.

3.8 Develop and over plans for setting up RBA's Channel II that will be an all-English television channel

4. CONSULTANT'S PROFILE

1. The candidate must be a seasoned broadcaster with vast experience in transforming poor performing stations into profit making entities.
2. He/she must exhibit excellent leadership credentials and strong grasp of key innovations in modern digital broadcasting
3. He/she should have at least 12 years experience in working for a competitive media outlet.
4. Excellent communication skills, professional maturity and business judgment.
5. Proven ability and experience in report writing, project proposal preparation and analysis.
6. Good knowledge and proven experience in Public Broadcasting sector.
7. Oral and written fluency in English.
8. A minimum of a degree (or equivalent) in a relevant education field.

SUPERVISION:

The editorial advisor will be under direct supervision of the Director General of Rwanda Broadcasting Agency (RBA) in collaboration with concerned department's Director.

This advisor will be paid on monthly basis salary upon certification of satisfactory work by the Director of the Unit.

DURATION

The advisor will be required to submit an inception report within 2 weeks of the start of the contract. Progress reports will be due in every 30 days from the date of submitting the inception report or in alignment with the completion of major deliverables as identified throughout the project period. However, the duration of the assignment shall not exceed one year (12 months).

INPUTS:

RBA will provide necessary logistic supports, which will be needed for the working time.

NB: Tender Document may be obtained from RBA office at Kacyiru/Gasabo District upon presentation of proof of payment of a non-refundable fee of Six thousand (Rwf 6,000) Rwandan francs to Account titled "Non-Fiscal account for Rwanda Revenue Authority" opened in any commercial banks of Rwanda. Deadline for submission of bids is 22nd November 2016 at 2pm local time.