



TERMS OF REFERENCE

CONSULTANCY FOR MEDIA TRAINING

Introduction

1. About Fairtrade Africa

Fairtrade is an alternative approach to conventional trade based on a partnership between producers and traders, businesses and consumers. Established in 2005, Fairtrade Africa (FTA) is the independent non-profit umbrella organization representing all Fairtrade certified producers in Africa. Fairtrade Africa is owned by its members, who are African producer organisations certified against international Fairtrade standards producing traditional export commodities such as coffee, flowers, cocoa, bananas, mango and non-traditional commodities including shea butter and roibos tea. The organisation represents over 1 million producers across 33 countries in Africa to promote fair trade in the global value chain system.

2. Background

FTA's main purpose is to favourably position the organisation across media platforms. The strategy focuses on creating platforms in the media to enable FTA share its vision with its various stakeholders. It is therefore important that FTA's employees, especially senior management and FTA Secretariat as a support function, are familiar with how the media operates, and are inducted on how to use the media as an ally and to the advancement of the FTA vision and mission.

3. Objectives

The key objective of media training is to prepare management personnel within FTA to become effective Spokespersons who can articulate, represent, defend and position the correct image of the organisation.

We therefore invite requests for proposal from various experienced consultancy services to carry out media training for our staff members who are media facing as specified in this Terms of Reference.

4. Scope of work

- Identify key challenges and limitations of FTA's media engagement
 - Develop training material and conduct training programmes
 - Provide a foundation and knowledge of contemporary media: Print and Electronic
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5. Deliverables:

- An outlined training plan and what the training will cover.
- An aspect of risk management and communication.
- Provide those that will be trained with reading material/notes and a certificate of attendance.
- Produce a short video on how to prepare for radio, TV and print interviews.
- Produce a report on the training.

6. Requirements for Consultant

- The trainer should have an in-depth understanding of the newsroom, and must have worked in a busy newsroom (Daily Nation, Standard, NTV, CTV, KBC, KTN, BD, PEOPLE DAILY, THE STAR, etc.) and with an inter-regional experience for not less than five years.
- Have media knowledge of the following regions- East Africa, West Africa, South Africa and the Middle East.
- Should demonstrate an understanding of the changing media landscape in Africa, including new media.
- Should have the capacity to access a fully equipped TV studio for learning and live simulation purposes.
- Must have the capacity to produce and edit the simulation training clips for internal use.
- Be able to travel to conduct training within our regional offices in Africa.

7. Evaluation Criteria

a) Technical Proposal

- A brief description of the firm's organization and an outline of recent experience on not less than five assignments of a similar nature. For each assignment, the outline should indicate the profiles of the trainers, duration of the assignment, contract amount and the firm's involvement, including contact persons and dates of training. (mandatory)
 - Copy of certificate of incorporation of the company (mandatory)
 - Copy of tax compliance certificate (mandatory)
 - Duly signed anti-corruption declaration undertaking (mandatory)
 - Trainers' certificates. As a minimum, the trainers must be holders of a degree in journalism, Public Relations, or a communications related course (Mandatory).
 - If the company does not have all the expertise for the assignment (meet regional requirements), it may obtain the full range of expertise by associating with individual consultants and/ or other firms or entities in a joint venture or sub-consultancy as appropriate.
 - A list of the services and facilities to be provided by the client
 - A description of the methodology and work plan for performing the assignment (Mandatory)
 - The list of the proposed staff team by specialty, the tasks that would be assigned to each staff team member and their timing (Mandatory).
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- CVs signed recently signed by the proposed professional staff and the authorized representative submitting the proposal.
- Any additional information in support of the submission.

b) Functional Evaluation Criteria

The evaluation of the functional / technical detail of the proposal will be based on the following criteria:

- Media training plan- a clear outline of what the training will cover
- Short video production- a short description and possible example of a short video that the supplier has produced
- Media training report- the service provider must be able to provide examples or show how the media report will be compiled
- Experience- the service provider must provide ability to conduct media training and show example of where such work was done

c) Financial Proposal

- Consultants shall indicate the total price of the services including all applicable taxes in the quotation form provided
 - Consultants shall express the price of their services in USD.
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