BBC Media Action uses media and communications to help reduce poverty and support people in understanding their rights in developing countries. To achieve this, BBC Media Action partners with civil society, local media and governments to:

- Produce creative programmes in multi-media formats, based on robust research, which inform and engage audiences around key development issues.
- Strengthen the media sector through building professional capacity and infrastructure.

Background
BBC Media Action Tanzania’s ‘A National Conversation’ project is funded through a global grant from the UK’s Department for International Development (DFID). The project aims to create national conversations between people and their leaders about how Tanzania is governed. The project aims to achieve this through the integration of national radio programming (Haba na Haba), local partner radio programming, capacity strengthening with local radio partners, and outreach activities.

The project partners with a network of 16 local radio stations across Tanzania. BBC Media Action works with its partners to raise capacity in editorial, production and management principles and skills, delivering learning opportunities through training and mentoring models.

Purpose
BBC Media Action is committed to supporting partners to develop their long-term independence and sustainability. As such, we are seeking a training consultant to strengthen the marketing, advertising and sales capacity at eight partner radio stations. The consultant will work closely with BBC Media Action’s training team and the partner stations to develop and deliver training on the following:

1. How to build and promote the station’s brand
2. Designing and delivering successful radio advertising campaigns
3. Develop and execute a profit-generating media sales strategy
4. Undertake local and regional market analyses to identify potential sales clients

The primary purpose of the assignment is to develop radio advertising and sales training tools and to deliver training.

Scope
To undertake the activities detailed below with eight partner stations, located in: Tabora, Mtwara, Mwanza, Kilimanjaro, Shinyanga, Mbeya, Ngara and Zanzibar.

1. Undertake baseline review of stations’ existing radio marketing, advertising and sales activities
2. Undertake baseline marketing, advertising and sales skills assessment at each of the partner stations
3. Undertake local and regional market analysis to identify potential radio advertisers
4. Develop radio marketing, advertising and sales training tools and materials (per ‘Purpose’ above)
5. Develop radio marketing, advertising and sales training module/curriculum (per ‘Purpose’ above)
6. Deliver radio marketing, advertising and sales training to BBC Media Action training team in Dar
7. Deliver radio marketing, advertising and sales training to eight partner stations
8. Undertake end line review of stations’ radio marketing, advertising and sales activities and skills
TERMS OF REFERENCE

Training Consultancy: Regional Radio Marketing, Advertising and Sales

Issue Date: 13 January 2015
Closing Date: 22 January 2015

Deliverables
The key deliverables of the assignment are:

2. Regional and Local Radio Advertisers Market Analyses Report
4. Radio Marketing, Advertising and Sales – Training Module/Curriculum
5. Radio Marketing, Advertising and Sales Training (and Training Reports) – BBC Media Action, Dar
6. Radio Marketing, Advertising and Sales Training (and Training Reports) – Partners, regional

Timing
All activities to take place from 26 January 2015 to 13 March 2015

Applications
Please submit a consultancy tender including a full narrative proposal, full budget including all consultant fees, charges and logistics costs, your CV, your portfolio or examples of your work (or web-links where available), along with three references for similar work.

Please submit your proposal by email or in person to the address below, before 5.00pm on Thursday 22 January 2015

Address for Applications and Enquiries:
Happiness Paul
Office Manager
Email: happiness.paul@tz.bbcmediaaction.org/ Cc Shanny. Mbogolo@tz.bbcmediaaction.org
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