

Consultancy for Media Engagement and Securing Media Spaces and Interviews for the “Strengthening the Maize Value Chain’s Compliance and Competitiveness in Gulu and Amuru (Elegu Market) Districts” Project

Terms of Reference (ToR)

1. Background

Maize is a key agricultural product in Uganda, essential for local livelihoods and the regional economy, particularly through cross-border trade at the Elegu border post. However, challenges such as poor post-harvest handling and non-compliance with quality standards have hindered its marketability, especially to regional markets like Kenya. SEATINI Uganda, in collaboration with TradeMark Africa and with support from the UK’s Foreign, Commonwealth, and Development Office (FCDO), seeks to address these issues by strengthening the capacity of maize value chain actors in Gulu and Amuru districts to meet maize standards. This consultancy aims to enhance the project’s visibility and public awareness through strategic media outreach.

2. Objective of the Consultancy

The media consultant will be responsible for securing media spaces and interviews to enhance awareness of the project’s objectives and activities. This will include national, sub-national, and regional media coverage, ensuring broad dissemination of the project’s goals and impacts, particularly focusing on the importance of compliance with maize standards in improving Uganda’s competitiveness in the regional and global maize markets.

3. Scope of Work

The consultant will:

- Identify key media outlets at the sub-national, national, and regional levels (radio, television, print, online).
- Secure media spaces for interviews, features, and press coverage on the project, highlighting the importance of maize quality and standards compliance.
- Coordinate with media houses to schedule interviews, press conferences, and other media engagements.
- Develop tailored press materials, including press releases and media kits for interviews.
- Work with the project team to align media messaging with project objectives.
- Ensure that media coverage highlights the involvement of SEATINI, TradeMark Africa, FCDO, and other stakeholders.

4. Expected Deliverables

- A media engagement plan detailing the targeted media outlets, proposed interviews, and expected outcomes.
- Secured media placements (radio, television, print, and online) for interviews, features, and news stories.
- Press materials (press releases, media kits, talking points).
- Regular progress reports on media engagement and coverage.
- Final report summarizing media impact, including coverage analysis and lessons learned.

5. Timeline

The consultancy will be carried out over a period of 6 months (January to June 2025), with specific media engagements and interviews to occur during the project's implementation.

6. Qualifications and Experience

- A degree in Communications, Journalism, Public Relations, or a related field.
- Proven experience in securing media placements and managing media relationships, particularly in development projects.
- Strong understanding of Uganda's media landscape, including local, regional, and national media.
- Demonstrated ability to develop media strategies and press materials.
- Excellent communication, negotiation, and interpersonal skills.

7. Reporting

The media consultant will report to the SEATINI Project Manager and will work closely with the communications team of TradeMark Africa and FCDO to ensure consistent and effective messaging across all media platforms.

8. Application Submission

Interested consultants should submit their technical and financial proposals by 31st December 2024 to the Procurement Department at procurement@seatiniuganda.org.

9. Terms of Engagement

The media consultant will be an independent contractor/consultant, and no employer-employee relationship exists between SEATINI Uganda and the consultant.

For further inquiries, please contact SEATINI Uganda at info@seatiniuganda.org.