

MEDIA CONSULTANT Terms of Reference

Search for Common Ground (SFCG) Myanmar invites application from an international or national consultant to facilitate a “National Curriculum Summit” and a “Formatting workshop” together with Search for Common Ground and staff from a national Myanmar broadcaster for the program *Let’s Think, Let’s Change* Phase II.

The consultant will work with the SFCG program team, the government, celebrities and youth to develop a television and radio program.

The Organisation

Search for Common Ground (SFCG) is an international non-profit organization that promotes the peaceful resolution of conflicts. SFCG’s mission is to transform how individuals, organizations, and governments deal with conflict - away from adversarial approaches and towards cooperative solutions. SFCG seeks to help conflicting parties understand their differences and act on their commonalities. SFCG implements projects from 56 offices in 35 countries, including in Africa, Asia, Europe, Latin America, the Middle East, and the United States.

In Myanmar, Search’s approach is to support locally led processes at different levels of society in order to transform local level conflict. Search Myanmar has been supporting the peace process at the local level, social cohesion nationwide, and skills building in conflict transformation with a multitude of stakeholders, including government, the private sector, the media, and civil society including women, youth and minorities. Search Myanmar works with local partners across seven states and three regions. For further information please visit <https://www.sfcg.org/myanmar/>.

Background

SFCG is implementing a 12-month project “Let’s Think, Let’s Change: Promoting Diversity through Popular Culture: Multi-Media for Modern Myanmar-Phase II”. The project is funded by the Paung Sie Facility (PSF) in Myanmar and will run until December 2018. The overall goal of the project is to promote and accept diversity as a social norm in Myanmar, contributing to social cohesion in Myanmar.

The project builds on research to bring stakeholders together (government, media professionals, youth,) to inform the themes of the radio drama (targeting older persons) and television and social media (targeting youth). Youth will then be trained to lead community dialogues using the media content in target communities. Community screenings and dialogue have demonstrated greater impact of the media content in terms of personal and relational change in knowledge and attitudes in communities, both among youth and adults.

Summary of Position

The Media Specialist will support SFCG Myanmar's phase II of *Let's Think, Let's Change: Promoting Diversity Through Popular Culture*. This groundbreaking initiative combines community-based work led by youth leaders with a multi-media campaign, television public service announcements (PSAs), and a television and radio dramas in collaboration with a national broadcaster. The shows will engage local celebrities and communities, highlighting themes and stories that are identified through youth-led research. The Media Consultant will work with the Search team to design and lead a 2-day National Curriculum Summit that will bring key stakeholders together to identify key messages to be included in shows. Additionally the Consultant will facilitate a one-day Common Ground Approach training for media professionals and celebrities and will provide support to the MRTV team during a 7-day formatting workshop to produce the content of the shows. S/he will work collaboratively with the national broadcaster to create a message trajectory for the entire 8 x 10 minutes TV episodes and 12 x 10 minute radio episodes.

Key Deliverables

- Two-day National Curriculum Summit in Yangon that brings together key stakeholders and results in the identification of key messages to be included in the radio talk show.
- Message map outlining the key behavior, attitude and knowledge changes the talk show will aim to bring about.
- Seven-day format development workshop that will result in storyboard for all 12 episodes of the radio drama and 8 episodes of the TV show.
- Regular meetings with the SFCG project team.
- Final activity report for the National Curriculum Summit, CGA training and format development workshop.

Time of Consultancy

The Consultant will be contracted for a total of 16 days. Below is a breakdown of days per activity as well as key dates.

Deliverables	No. of Days (including prep)
Planning meetings with project team	1
National Curriculum Summit	2 + 1 prep (3)

Development of Message Map	2
Story Development Workshop	7 + 2 prep (9)
Drafting and submission of activity reports	1
TOTAL	16 days

Tentative dates (dates to be confirmed between March and mid-April)

Activities	Key Dates
Planning meeting with project team	5-9 March
Preparation for National Curriculum Summit	5-9 March 2018
National Curriculum Summit	5-9 March 2018
Drafting and submission of message map	12-26 March 2018
Story Development Workshop	26 March – 5 April
Drafting and submission of final activity reports	9-13 April 2018

The consultant will be expected to be responsive to email communication and to meet with partners upon request. The consultant will be supported by the project team consisting of:

- SFCG Country Director
- SFCG Director of Programs
- SFCG Project Manager
- SFCG Project Officer
- SFCG Media Coordinator
- SFCG Media Assistant
- SFCG Logistician

Guidance and inputs will be provided by the Country Director and Director of Programs. SFCG Country Director will approve all deliverables and payments.

Expected Deliverables and Deadlines (to be confirmed with the contracted consultant):

Deliverable	Date (TBC)
1. Final Agenda for National Curriculum Summit	
2. 2-day National Curriculum Summit	

3. 6-10 page Message map outlining key behaviour, attitude and knowledge change objectives for the radio talk show.	
4. Final training plan for Story Development Workshop	
5. 7-day Story Development Workshop at MRTV in Nay Pyi Daw	
6. Drafting and submission of final activity reports	

Payment Schedule

	Deliverable	Date (TBC)	Amount
1.	Completion of National Curriculum Summit and CGA Training		30%
2.	Submission of message map		30%
3.	Submission of final activity reports		40%

Logistical Support

SFCG will provide preparatory and logistical assistance to the consultant, including:

- Arranging consultant's travel, visa and accommodation
- Arranging training venues and materials
- Arranging local inter-city travel including flights to Nay Pyi Daw
- Phone/e-mail communication with participants
- Work space while in Yangon

Minimum Qualifications

- Masters Degree in related field or equivalent experiential learning
- Minimum of 7 years' experience of relevant work e.g. television and radio production for the purposes of community development, conflict transformation etc.
- Familiarity with contemporary television and radio production methods, equipment, sound editing and software, especially Adobe.
- Experience in developing messaging and content for diverse audiences
- Ability to facilitate diverse groups to find common ground.
- Ability to mentor teams and work in a cross-cultural environment
- Common Grounder – able to build relationships across dividing lines

- Highly organized with excellent attention to detail.
- Excellent interpersonal and communication skills, both written and oral.
- Computer literacy proficiency, including solid working knowledge of Microsoft Office applications.
- Excellent written and spoken English.
- Cultural competency, patience and a sense of humor essential.

Desirable:

- Background in building and equipping broadcast stations particularly in post- conflict/developing contexts
- International comparative knowledge of Myanmar or Asia-Pacific region
- Experience working in a conflict transformation setting.
- Ability to speak Myanmar an asset.

Application Process

Interested candidates should submit their **motivation letter, CV, evidence of previous work, expected daily rate and references** **before 19 February 2018** via Search's [online application](#). Short-listed applicants will be invited for further selection process during the week of the 19 February 2018.

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