

## Call for Tender

Service: Consultancy for Fundraising, Grant Proposal Writing, Leadership Development

Project Title: Media Futures East Africa Project

Location: Kampala, Uganda / digital

Assignment period: February 2023 – April 2023

Languages required: English

Application deadline: **15<sup>th</sup> January 2023**

### I. Background

**DW Akademie** is Deutsche Welle's centre for international media development. As a strategic partner of the German Ministry for Economic Cooperation and Development, DW Akademie carries out media development projects that strengthen the human right to freedom of opinion and promote free access to information. Our goal is to ensure all humans can express their opinion free from discrimination and oppression and have access to independent sources of information. To strengthen freedom of expression, freedom of the press and the right to access information, our strategies are aimed at the media outlets, media makers and media consumers – supporting structural and sustainable changes to enhance free, independent, and plural media landscapes. More information on [dw-akademie.com](https://www.dw-akademie.com)

### The Media Futures East Africa Project (MF EA)

DW Akademie and the Aga Khan University Graduate School of Media and Communications (AKU-GSMC) have partnered in the Media Futures East Africa Project to support informed communities through viable media in East Africa. To this end and through partnerships we conduct research and training and carry out acceleration and outreach for media and other stakeholders. The MF EA Project supports media that is free, independent, innovative, evidence-based and committed to society. Overall, the project aims to:

- 1) Bolster the viability of media outlets and
- 2) Galvanize media innovation in East Africa, with a focus not just on creative content but on new and sustainable business models for the future. For more information on media viability, see [here](#).

**Media Focus on Africa (MFA)** is a not-for-profit organization founded on the belief that the free flow of quality information will create better informed societies on issues of democratization and development. Over the years MFA has done work that cuts across media production, media strengthening and community outreach programmes. MFA has supported over 100 journalists, over 50 CSO representatives and several media houses in Uganda to effectively do their work and contribute to the development of media in Uganda in the area of media viability, building the capacity of women in media, and engaging grassroots communities.

<https://mediafocusonafrika.org/who-we-are/>

## II. Scope of work and deliverables

Contribution to the Project Goal of supporting small and medium-sized media houses in Kenya, Uganda and Tanzania to increase viability.

Pursuant to the goal of providing consultancy support to our partner organisation Media Focus on Africa, Uganda to strengthen their viability and broaden their funding structures, the MF EA project is looking for a **fundraising/ organisational development consultant** to:

- a) train, consult and guide the team in the area of fundraising and grant writing, and
- b) provide leadership development based on the organisation's priority needs as prior agreed with the Beneficiary and DW Akademie.

The consultancy shall include the following tasks:

- Identify fundraising and development needs of the Ugandan branch of the organisation
- Digital training for selected team members – based on their position in the organization - on fundraising and grant writing (incl. understanding the mindset of different donors/investors/stakeholders)
- Develop a map of relevant local and international donors and partners, highlighting their profiles and engagement opportunities
- Build team capacity on resource mobilization
- Assess individual and group strengths to harness value-based team productive synergies and resource mobilization capacities
- Develop a 6-months fundraising plan and milestones
- Provide concrete support in preparing a grant application in response to an open call
- Assess the management needs in leadership development and provide support to strengthen the existing management
- Guidance on strengthening management, leadership, and team leadership skills

Travel requirements will be subject to separate agreements with DW Akademie.

Key deliverables include, but are not limited to:

- Inception assessment report
- Fundraising and grant writing training / workshop & documentation
- A 6-months fundraising plan incl. milestones
- Leadership development guidelines
- Recommendations for staff capacities to secure resource mobilization and efficiency
- Final report

Additional deliverables will be identified in collaboration with MFA, following the inception report.

### III. Timeline

The above-mentioned services are envisioned to take up to 12 days per consultant between February and April 2023. The service can be delivered in combination by a East African and a non-East African consultant working closely together. Criteria for selection are outlined below.

### IV. Requirements

- Extensive consultancy and facilitation experience in fundraising (regional/international donor funding and other sources), organisational development and leadership management (incl. use of specific tools & techniques), preferably with application to the media sector
- Extensive coaching and training experience, digital training experience preferred
- Knowledge in organisational change-management
- Extensive experience in performance management and talent development
- Good understanding of the media development sector in East Africa
- Knowledge / in-depth understanding of the challenges and needs of media organisations in the region
- Detail-oriented, flexible and outstanding experience of sustainable business model development for social impact organisations
- Good teamwork and willingness to cooperate closely with another consultant to fulfil the above deliverables to the benefit of the organisation
- Fluency in English, additional East African languages encouraged

### Evaluation criteria:

Proposals will be evaluated according to the following criteria:

- Proof of applicant fulfilling above requirements
- Daily fee
- Availability in the specified time frame

### V. Required documents

To apply please submit the following documents **by latest 15<sup>th</sup> January 2023** to [dw-akademie.media-futures@dw.com](mailto:dw-akademie.media-futures@dw.com), Cc [Roxana.Craciun@dw.com](mailto:Roxana.Craciun@dw.com)

- Letter of application outlining the suitability according to the above-mentioned criteria and your availability during the specified time frame
- Updated CV
- Daily rate in Euro including local VAT