

## **SECTION IV: TERMS OF REFERENCE**

### **Strategic Communications Services to Increase Information on Government Representatives through Youth Reporters in Jubbaland State of Somalia (JSS)**

#### **Background**

The Somalia Stabilization Initiative (SSI), locally known as ‘Dalbile’ aims to support Somalia’s political transition to a stable federal state. The program provides stabilization assistance to communities in newly recovered areas and connects those communities to their nascent state and local governments.

In order to support SSI/Dalbile’s Sub-Objective 2.1 “To increase citizens’ trust and confidence in their government,” SSI/Dalbile seeks to engage a strategic communications firm to train and equip 40 youth leaders from Jubbaland State Somalia (JSS) with basic journalism skills such as interviewing, writing, and photography so that they are able to interview and develop written profiles of government representatives in Kismayo. The firm will also support youth reporters with editing information gleaned through the interviews and upload government profiles onto a dedicated website that is created and maintained by the strategic communications firm during the life of the project. The firm may also support the youth reporters release the content they gather via other channels, such as booklets, radio spots, social media, short videos, etc.

The activity will be conducted entirely in Kismayo as an initial pilot, with all selected youth and government representatives currently based in Kismayo. If successful, the activity may be replicated and expanded to additional regions and districts in JSS and South West State Somalia (SWS).

#### **Objectives and Scope of the Assignment**

##### **1- Mobilize 40 Youth and Conduct Training on Journalism:**

- a. The strategic communications firm will work closely with the SSI/Dalbile team in Kismayo to identify 40 youth to participate in the activity. SSI/Dalbile has implemented other youth-focused activities in Kismayo and so may wish to select participants based on previous SSI/Dalbile involvement. Youth selected should reflect a 50/50 gender balance, and represent youth from the host community, IDPs and returnees, and a cross section of resident clans and sub-clans, including minority and marginalized groups.
- b. After the youth are selected, the strategic communications firm should conduct a basic training on journalism (we seek the input of the awardee regarding the proposed length of training, but envisage 3-5 days). This training should include the development and finalization of questions which youth will ask government representatives. Questions should focus on learning more about the roles and responsibilities of government officials, as well as their motivations for public service, their priorities for delivering on their mandate, challenges they have encountered or expect in fulfilling their duties, and their previous experience that may have shaped their desire or aptitude to hold their current office. Training will also include how to ask questions and record responses, how to ask follow-up questions to gather additional information, training in clear, objective writing, and basic photography (pending discussions with youth reporters regarding potential security concerns, photos of both the youth reporters and their government representative subjects may be included in the final product – see below).

**2- Identify JSS, Lower Juba, and Kismayo Government Officials to Participate:**

- a. Again working in close collaboration with the SSI/Dalbile team in Kismayo, the strategic communications firm should identify and confirm agreement of 40 government representatives who are willing to voluntarily participate in the youth reporters activity. Priority representatives include Ministers of the JSS Cabinet (17 Ministers), Lower Juba Regional Administration officials (Governor, Deputy Governors), and Kismayo District Administration officials (District Commissioner, Deputies). Leadership of JSS Police Forces may also be considered. In all cases, participating government representatives should be aware that their voluntary participation is intended to improve publicly available information about their roles, responsibilities and functions in order to increase citizens trust and confidence in government, and that information they provide will be disseminated through a publicly accessible internet and other platforms.

**3- Editorial Support:**

- a. Once youth have conducted interviews with government representatives, the strategic communications firm will review and provide editorial support to the write-ups generated by the youth reporters. Editorial support may include revisions for clarity (in Somali), or may include further coaching on follow-up questions should the initial draft be lacking in information, in which case the youth reporter may need to arrange a second interview.
- b. Editorial support will also include translating all write-ups into English so that well-written Somali and English versions are developed.

**4- Dissemination platforms:**

- a. In consultation with the SSI/Dalbile Communications Team (based in Nairobi), the strategic communications firm will create and manage a dedicated website where profiles of government representatives, and their youth reporters, will be uploaded. The website design will be a collaborative effort between the firm and the SSI/Dalbile Communications team, and will contain all information including government and youth profiles in both Somali and English, and may also include photos of both government representatives and their youth reporters (pending security considerations noted above).
- b. In addition to the website platform, SSI / Dalbile invites the awardee to propose additional dissemination channels, such as social media, printed material, radio spots, etc. Any additional platforms should be reflected in the response to this SOW, budgeted accordingly, and final agreement reached during the activity's inception phase with SSI / Dalbile.

**Key Deliverables**

Results of the services are expected to be as follows:

- Initial inception report, including audience assessment, proposed audience reach.
- Three-day training on journalism conducted in Kismayo for 40 youth.
- On-going coaching and editorial support to youth reporters.
- Establishment and maintenance of a dedicated website highlighting the profiles.
- Promotion of the dedicated website to relevant media platforms
- One end of activity report, including lessons learned.

**Proposed Duration:**

The proposed assignment should have duration of approximately 3 months. This includes the period of mobilizing and final selection of youth reporters, selection of government representatives to be interviewed, training, editorial support, and development of the website.

**Requirements**

- Extensive experience in strategic communications, including web design, and maintenance;
- Experience in journalism and training youth on basic journalism techniques;
- Demonstrated experience in conducting media / and or journalistic related work in Somalia. Good understanding of the Somali media landscape.
- Previous experience working with Somali government officials is preferred.
- Ability to work in Kismayo with staff on the ground to conduct training and support to youth;
- Ability to work under extreme pressure, in difficult conditions while maintaining security awareness;
- Flexibility and ability to work effectively and harmoniously with colleagues from varied cultures and professional backgrounds;
- Fluency in Somali and English is required.