



Terms of Reference for a Media Specialist

1. Introduction and Background

The Foundation for Human Rights Initiative (FHRI) is an independent, non-partisan and non-profit human rights organization. FHRI seeks to promote internationally recognized human rights norms and standards in Uganda. The organization specializes in legal and human rights education and training, civic awareness, research, lobbying and advocacy, election observation, voter education, policy and law reform.

With support from the National Endowment for Democracy (NED), FHRI is implementing a one-year project aimed at promoting awareness of civic rights and participation in political processes.

On December 11 2018, Uganda's Electoral Commission launched the 2020/2021 General election road-map. According to the Commission, the implementation of the new road map started on May 7, 2019. Most recently, on 25th July 2019, the Government of Uganda finally tabled proposed electoral reforms to several electoral laws including the Presidential Elections (Amendment) Bill No.17, 2019, the Parliamentary Elections (Amendment) Bill No. 18, 2019 and others. The others are the Electoral Commission (Amendment) Bill No. 19, 2019, the Political Parties and Organization (Amendment) Bill No. 20, 2019 and the Local Governments (Amendment) Bill No.21, 2019. The bills were forwarded to the Legal and Parliamentary Affairs Committee for scrutiny and present a report to parliament.

Although the 2021 election frenzy is slowly catching on, these political developments come against the backdrop of increased citizen passivity. Voter apathy particularly at the sub-national level is on the increase, citizens' spaces are slowly being eroded, while there is inadequate information on civic rights and electoral procedure.

With this in mind, FHRI will implement the '*My Rights My Power Campaign*' in order to promote active citizen participation in key electoral milestones as elaborated in the Uganda Electoral Commission's 2020/2021 General elections road map and the on-going electoral reform process. Building on previous work, FHRI will utilize new media platforms such as Twitter, Facebook, Whats App, YouTube and other web-based channels to stimulate citizen engagement in key electoral milestones. This will take the form of short satirical texts, captivating graphics, as well as locally originated still and short motion images. The satirical imagery representation will particularly speak to the importance and role of the youth and women in elections.

As such, FHRI is soliciting the services of a media specialist who will run an online campaign to stimulate intuitive urgency in the context of the 2021

elections, re-ignite conviction and spur conviction to drive citizens to actively participate in the 2021 elections. The media specialist will be contracted by FHRI between September – June 2020 and will be solely responsible for preparing deliverables as agreed between the two parties.

2. Objectives of the assignment

- To advise the graphic designer on the contextual analysis in the run up to the 2021 elections.
- To run the online media campaign.

3. Target

The online campaign will target the general public particularly youth, women and online activists.

4. Contract fees

The media specialist will be paid a contract fee for ten (10) months of engagement. This fee will be paid on a monthly basis upon satisfactory submission of expected deliverables.

Expected Deliverables

1. Develop a dissemination strategy on the online campaign.
2. Submit quarterly progress reports on the online campaign.

Qualifications

a) Education:

Preferably advanced degree in one or more of the following disciplines: Mass Communications; Graphic Design; Development Communication; Digital Communications; Journalism, or other relevant fields.

b) Experience:

- Demonstrable ten (10) years of experience running online campaigns for strategic communication.
- Good understanding of latest digital marketing trends.
- Exceptional understanding of colors, style of type, illustrations, photography and animation.
- Proven knowledge human rights governance terrain in Uganda.
- Demonstrable experience in use of design, typography and production of web products.
- Excellent communication, interpersonal and liaison skills.

c) Language Requirements: Excellent written and spoken English.

Expression of interest

Competent individuals with interest to apply, please submit the following:

- ❖ A detailed CV (should clearly show previous engagement).
- ❖ A simple technical proposal with clear methodologies.
- ❖ Financial proposal.

Interested individuals are requested to email their technical and financial Proposal to the Executive Director via fhri@dmil.ug not later than **September 17, 2019**. Kindly copy the same to fhri91@gmail.com.

Please address any queries you might have to these ToRs to Ms. Ntanzi Rosabella at fhri@dmil.ug and cc to rosabellantanzi@ymail.com