



TERMS OF REFERENCE

CALL FOR CONSULTANCY - PRODUCTION OF MULTIMEDIA MEDIA CAMPAIGNS UNDER THE CSO-LEADS PROJECT

1. BACKGROUND

People in Need Zambia (PIN) in partnership with the Jesuit Centre for Theological Reflection (JCTR) and with financial support from the European Union is implementing a 36-month action — the CSO LEADS Project — aimed at building empowered and resilient civil society actors that will contribute to strengthened governance and sustainable development in Zambia. The project is currently being implemented in five provinces across 14 districts. Currently, the project is in the second year of implementation, and we are working with 39 diverse CSOs/CSOs networks particularly those focusing and working with women, youth and marginalized CSO groups.

Together, PIN and JCTR seeks to implement a series of media campaigns designed to showcase scalable best practices and demonstrate the impact of CSO engagement in governance and development processes. To carry out this work, PIN and JCTR seek to engage qualified external media consultants.

2. OBJECTIVES OF THE ASSIGNMENT

The specific objectives are to:

- i. Produce visual content that showcases the impact of selected CSOs/CSOs by highlighting key organizational strengthening interventions that demonstrate the value added and impact on participating CSOs/CSO networks
- ii. Produce visual content to showcase the impact of CSOs/CSO networks in governance and development processes.
- iii. Capture real-life experiences and perspectives from beneficiaries, CSO staff and stakeholders.

3. SCOPE OF WORK

The consultant(s) will undertake the following tasks:

Pre-Production Phase	<ul style="list-style-type: none"> • Review project documents and relevant reports. • Develop detailed concepts, storylines and scripts.
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	<ul style="list-style-type: none"> • Prepare interview guides tailored to different stakeholders (CSOs, beneficiaries, government actors). • Develop a production schedule and work plan. • Identify filming locations and coordinate logistics with project teams and CSOs.
Production Phase	<ul style="list-style-type: none"> • Conduct field visits across selected project locations (Mansa, Nkeyema, Chongwe, Solwezi and Lusaka). • Capture high-quality video footage of: <ul style="list-style-type: none"> ○ CSO activities and interventions; ○ Interviews with CSOs/CSOs network on institutional strengthening processes (OCA, trainings, FSTP implementation and impact); ○ Community-level impact and beneficiary experiences. • Conduct interviews with: <ul style="list-style-type: none"> ○ CSO representatives and network members; ○ Beneficiaries (with emphasis on women, youth, marginalized groups); ○ Government and other stakeholders where relevant.
Post-Production Phase	<ul style="list-style-type: none"> • Edit and produce • Integrate voiceovers, subtitles, graphics and branding aligned with project guidelines. • Ensure strong storytelling that connects processes, outcomes and impact.
Validation and Finalization	<ul style="list-style-type: none"> • Present draft outputs for review by JCTR, PIN and relevant stakeholders. • Incorporate feedback and finalize content. • Deliver final products in formats suitable for broadcast, social media and dissemination events.

4. EXPECTED DELIVERABLES

The consultant(s) will deliver:

- Inception report (methodology, work plan, concepts).
- Scripts and storyboards for all documentaries.

- Raw footage (well-organized and labelled).
- Edited draft versions of all documentary outputs.
- Final approved documentaries (high-resolution and web-ready formats).

5. DURATION OF THE ASSIGNMENT

The assignment is expected to be completed within **4 Weeks** from contract signing.

6. REQUIRED QUALIFICATIONS AND EXPERIENCE

The consultant(s) should have:

- Proven experience in documentary production and media campaign development.
- Strong portfolio in development communication, governance or NGO-related storytelling.
- Demonstrated experience capturing community-level impact and human-interest stories.
- Technical expertise in filming, editing and post-production.

7. REPORTING AND COORDINATION

The consultant(s) will report to PIN and JCTR Project Managers throughout the assignment.

HOW TO APPLY:

Applications should be submitted via email to jctr.careers@gmail.com, copied to procurement.zambia@peopleinneed.net. Indicate ‘**Application for Media Campaigns Consultancy**’ in the subject line.

APPLICATIONS MUST INCLUDE ONLY:

- A detailed company profile or CV (In case of an Individual) with a short cover letter detailing your suitability and relevant experience for the assignment including Portfolio (links or samples of previous work).
- A workplan on how you intend to conduct the work.
- Financial proposal (detailed budget).

CLOSING DATE: Sunday, June 7, 2026 at 7pm (CAT)

For further clarifications, please contact JCTR on Tel: 260-211- 290-410 Fax: 260-211-290-759, or E-mail: info@jctr.org.zm and admin@jctr.org.zm. Website: www.jctr.org.zm. Location: 3813 Martin Mwamba Road, Olympia Park, Lusaka.

“A JUST ZAMBIAN SOCIETY GUIDED BY FAITH, WHERE EVERYONE ENJOYS FULLNESS OF LIFE”