



Terms of Reference (Individual Consultant)

Title:	Consultant - Media & Community Engagement
Project:	Partnerships for Municipal Innovation - Women in Local Leadership (PMI-WILL)
Purpose of assignment:	To provide technical expertise in designing, coordinating, and executing targeted communication and outreach strategies that elevate the public profile and counter negative bias against female electoral candidates.
Position:	Consultant to the Local Government Association of Zambia
Number of Positions:	1
Assignment Duration:	10 working days
Reporting to:	National Project Coordinator, PMI-WILL project

1. BACKGROUND

The Partnerships for Municipal Innovation - Women in Local Leadership (PMI-WILL) is a \$27,610,160 project with a financial contribution of \$26 million from Global Affairs Canada (GAC) and \$1,610,160 of in-kind contributions from the Federation of Canadian Municipalities (FCM). Implemented by FCM in collaboration with the Local Government Association of Zambia (LGAZ), PMI-WILL is designed to bring about enhanced enjoyment of rights for women and girls in Benin, Cambodia, Ghana, Sri Lanka, and Zambia. To bring about this ultimate outcome, the project will seek to achieve the following intermediate and immediate outcomes:

Intermediate outcome 1000: increased participation of women, particularly those from marginalised groups, as leaders and decision-makers in local governance.

- a) Increased capacity of women from marginalised groups to run for local elected office.
- b) Increased capacity of women in local government administration to perform their duties effectively.
- c) Increased capacity of the network of women elected officials to support women leadership and participation in decision-making in local governance.

Intermediate outcome 2000: increased capacity of local authorities to deliver inclusive, gender responsive municipal services.

- a) Increased capacity of local authorities to deliver inclusive, gender-responsive municipal services.

- b) Increased capacity of the Local Government Association of Zambia (LGAZ) to create an enabling environment for inclusive, gender-responsive local governance and municipal service delivery.

In Zambia, the project is implemented by LGAZ in collaboration with FCM. LGAZ is a membership association of and exists to promote the interests and autonomy of local government authorities (city, municipal and town councils) in Zambia. Its core activities include the following:

- a) Provision of research and advisory services to promote evidence-based decision making in local government.
- b) Lobby and advocacy on matters involving local government authorities and communities.
- c) Contribute to capacity building of local government authorities so that they are better able to provide quality municipal services.
- d) Facilitate international municipal cooperation.
- e) Participate in the formulation and review of public policies that affect local government.
- f) Advancing gender equality and social inclusion in local governance and development.

To contribute to advancement of women's representation in leadership and decision making in local government, the Association is working on a communications and outreach initiative intended to improve public attitude towards female electoral candidates. This is part of LGAZ's broader efforts to create an enabling environment for inclusive, gender responsive local government.

2. PURPOSE OF THE ASSIGNMENT

A local consultant will provide technical expertise in designing, coordinating, and executing targeted communication and outreach strategies that elevate the public profile of female electoral candidates and counter negative bias against them. Specifically, the consultant will develop and implement public sensitization and awareness-raising initiatives, including producing radio discussions, short videos, and promotional jingles

3. SCOPE OF WORK

The consultant will undertake the following specific execution and production tasks:

- a) Message Adaptation: Convert existing strategic objectives on women's leadership into specific scripts, talking points, and key messages for radio, video and social media production.
- b) Radio Facilitation: Schedule, co-coordinate, and co-host interactive live radio discussions in selected districts and communities.
- c) Video Production: Script, film, and edit high-quality, short-form videos suitable for social media, highlighting women's leadership and countering bias.
- d) Audio Jingles: Produce, record, and master catchy, memorable radio spots for public sensitization.

- e) Media Management: Secure broadcast slots and manage the airtime schedule across selected media networks.

4. KEY DELIVERABLES

The consultant will provide the following key deliverables:

- a) A high-quality, short-form video suitable for social media, highlighting women’s leadership and countering bias (English version).
- b) A schedule for, and reports on radio discussions held in selected districts and communities.
- c) An Audio jingle in English version and translated into seven official local languages.
- d) A record of key messages to inform talking points, keynote addresses and radio, video and social media production.

5. LEVEL OF EFFORT

No.	Effort	Level of Effort
a)	Desk review of project materials including an advocacy communications strategy.	½ day
b)	Crafting key messages inform talking points, keynote addresses and radio discussions on women’s leadership in local governance	1 day
c)	Crafting short texts for sharing on social media during the electoral period	1 day
d)	Producing radio and short -form videos suitable for social media (in English)	2½ day
e)	Producing and distributing audio jingles to selected radio stations	3 days
f)	Organising and scheduling radio discussions in selected districts (remote)	2 days
	Total:	10 days

6. FINANCIAL REQUIREMENTS

Applicants are required to indicate a **daily consultancy fee** (in Zambian Kwacha, inclusive of Withholding Tax).

7. DESIRED QUALIFICATIONS

The consultant is expected to possess the following:

- a) A diploma/degree qualification in a communication or related field, such as media studies, mass communications, political communications or public relations.
- b) Demonstrated knowledge and proficiency in pre-production and post-production for television and radio.

- c) Comprehensive knowledge of Zambia's public advocacy, communications, and socio-behavioral change landscape.
- d) Knowledge and experience in using non-linear tools, such as Final Cut Pro, Adobe Premiere Pro, and After Effects
- e) Demonstrated proficiency in script writing for radio, television and online productions.
- f) Excellent communications, analytical, facilitation and report writing skills.
- g) In-depth understanding of the political context in Zambia.

8. EVALUATION CRITERIA

Candidates will be evaluated based on the technical and financial criteria that combine the following aspects:

- a) Demonstrated understanding of the terms of reference (10 points)
- b) Applicant's professional qualifications (20 points).
- c) Prior experience in facilitating similar assignments (40 points).
- d) Proposed methodology or approach to the assignment (20 points)
- e) Consultancy daily rate (10 points).

9. APPLICATION PROCESS

Please submit a proposal (not more than five pages excluding CVs) indicating the following:

- a) A current curriculum vitae (CV) for the lead person and an assistant.
- b) Proposed methodology to the assignment.
- c) Evidence of successful similar assignments.
- d) A quotation indicating a daily consultancy fee (in Zambian Kwacha), withholding tax inclusive.

Submissions should be addressed to

The National Project Coordinator,
Partnerships for Municipal Innovation - Women in Local Leadership,
Local Government Association of Zambia, Lusaka

and submitted in PDF format by e-mail to info@lgazambia.org.zm & copy stanley.chanda@lgazambia.org.zm by close of business on Friday, 5th June 2026.