



SEASON 2



MEDIA FOCUS
ON AFRICA

CALL FOR APPLICATIONS

MEDIA CONSULTANT

TERMS OF REFERENCE

Media Focus on Africa invites application from a media consultant to develop an E-based manual/guide for gender sensitive reporting as relates to reporting on Sexual and Gender Based Violence (SGBV). This is part of the larger Ms President project aimed at increasing the participation and media coverage of female leaders in elective politics in Kenya.

The Organisation

Media Focus on Africa (MFA) is a not-for-profit organization founded in 2006. It represents a long-standing and unique International, African and East African knowledge base and expertise of the media industry and the political environment in which it operates.

Since 2006 MFA has in close collaboration with CSO/CBO organizations and the media implemented some ground breaking multi media campaigns on leadership and good governance; free and fair elections and peace building and reconciliation among others.

Background

What is Ms. President?

Ms President is an entertaining, educating, and thought-provoking Reality TV show that seeks to portray to a national audience the capacity and ability of women to lead effectively. The objective of Ms President is to change Kenyans' perception and attitude towards leadership by women in communities and in the country. [Learn more about Season 1 here.](#)

Why is Ms President important?

Women are usually not found in leadership positions. In many of our communities in Kenya, they are not generally perceived to have the skills, knowledge, or social status needed to bring about meaningful change.

Kenya's constitution provides for equality in representation between men and women. However, in political leadership, women are significantly underrepresented. For instance, following the 2022 election, female MPs (82) make up only 23.5% of the National Assembly, 31% of the Senate (21), 14% of the Governors (7) and 6% (97) of elected Members of County Assembly.

Ms President Season 2 has contributed to Enhancing Women's Participation in Political Leadership and Decision Making in Kenya via a multimedia program complemented with community dialogue and capacity strengthening for key stakeholder groups. Coming in the backdrop of the 2022 election made Ms President Season 2 relevant and timely. Through the TV series, Ms President 1 & 2 have introduced to the national audience young, fresh, intelligent and 'presidential' women from across the country. Many of these women threw their hats into the ring and vied for various elective seats during the 2022 general election.

The centerpiece of Ms President is the reality TV series.



MFAMediaFocusOnAfrica



@Media_Focus



mediafocusafrica



mediafocusafrica

info@mediafocusafrica.com | +254 711 403 555 | www.mediafocusafrica.com

Summary of Position

The Media consultant will support Media Focus on Africa to develop an E based manual for gender sensitive reporting on SGBV.

Key Deliverables

E based manual for gender sensitive reporting on SGBV for use by journalists, editors, media practitioners and stakeholders, Women's Rights Organizations, Human Rights and Gender activists and Civil Society Organizations.

Duration of Consultancy

This will be agreed on with the Consultant once he/she is selected.

Deliverables

E- based manual for SGBV reporting

The consultant will be expected to be in regular communication with Media Focus on Africa.

Logistical Support

Media Focus on Africa will provide preparatory and logistical assistance to the consultant as and when necessary.

Minimum Qualifications

- Minimum of 7 years' experience of relevant work e.g., developing reporting manuals and/or training for journalists and media practitioners.
- Familiarity with contemporary media reporting and consumption trends straddling television, radio, newspaper and social/digital media.
- Experience in and deep understanding of gender and Sexual and Gender Based Violence (SGBV). Professional writing on this is an added advantage.
- Minimum of a Master's Degree in media and journalism studies or any other relevant fields.
- Excellent interpersonal and communication skills.

Application Process

Interested candidates should submit their expression of interest, CV, evidence of previous work, expected compensation and references via email to harrison@mediafocusafrica.org by close of day on **3rd August 2023**.

Only short-listed applicants will be contacted.



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