

## **Call for consultancy: Media development & sustainability experts for four media houses located in Kigali**

### **Background**

Are you passionate about transforming the media landscape in Rwanda?

The Rwanda Media Programme (RMP) 2021-2026 is a media initiative aimed at fostering a professional, vibrant, and financially sustainable media sector. RMP aims to strengthen journalism standards, truthfulness, accuracy, objectivity, impartiality, fairness, and public accountability while promoting gender inclusivity and diversity.

With the support of Fojo Media Institute, and The Swedish and Swiss embassies in Kigali, we are now running the **Phase 2 of the Rwanda Media Viability Program**. This phase focuses on equipping selected media houses with tailored support to enhance financial sustainability and drive long-term growth through innovative projects.

### **Consultant profiles & areas of expertise**

We require consultants with deep experience in the following specialized areas:

#### **Kigali-based media houses (For 4 media organizations: 1 Online media house, 2 radios and 1 TV)**

- Solid strategic and operational experience from working in media, and using advanced media professional skills as advisor, trainer and project manager for media development initiatives in the region.
- Expertise in digital transformation for legacy print, radio and TV companies as well as insights from digital born media.
- Expertise in using data and audience research to position journalism, formats, products and services to serve target group
- Ability to advice on market/content niche-strategies and how to define, implement, measure and monetize it.
- Ability to train journalist in working across media channels and formats – audio-visual storytelling and technical skills
- Ability to advice on workflows, processes and organizational change needed for experimentation and innovation fitted to individual media houses.
- Ability to inspire on proven ways (from more advanced media markets) to monetize integrated media houses
- Ability to keep focus and assist management to carry out one project at a time and thereby achieve impact by the end of 2025
- Excellence in systematic documentation of activities and progress of individual projects in the media-houses

### **Who should apply?**

**Consultants interested in this opportunity should meet the following criteria**

- **Experience & Expertise:** Minimum of 7–10 years in media, with a proven track record in advisory, training, and project management, particularly in media development initiatives in East Africa or similar regions.
- **Digital transformation:** Strong background in digital transformation for legacy media (print, radio, TV) and digital-born media, with expertise in newsroom workflow optimization and cross-media storytelling.
- **Data-driven strategy:** Proficiency in audience research, data analytics, and market insights to develop content strategies, formats, and monetization models.
- **Training & capacity building:** Experience in training journalists and media professionals in digital tools, storytelling techniques, and multi-platform content production.
- **Market positioning & monetization:** Ability to guide media houses in defining, implementing, and monetizing niche content strategies while ensuring long-term sustainability.
- **Project management & organizational change:** Expertise in leading media innovation projects, optimizing workflows, and advising on structured project implementation for tangible results

## How to apply

Interested consultants should submit a proposal including:

- **Cover letter:** Brief introduction and motivation for applying
- **Profile:** Overview of relevant experience and qualifications
- **Expertise statement:** Clear indication of specialization and relevance to specific media house needs
- **Proposals** must be submitted by 03<sup>rd</sup> March 2024 not later than 23h 59 Rwandan time.

**Send your applications to:** [niyonfulg@gmail.com](mailto:niyonfulg@gmail.com) and copy to: [annelie.frank@lnu.se](mailto:annelie.frank@lnu.se) and [soren.ostergaardsorensen@lnu.se](mailto:soren.ostergaardsorensen@lnu.se).

**For further information don't hesitate to contact Niyonagize Fulgence, The RMP Media Coordinator (+250) 788 813 274**

## Selection process & next steps

Applicants will be evaluated based on expertise and experience.

Selected consultants will receive formal notification and further engagement details.