
**CALL FOR CONSULTANCY
SHORT-TERM RADIO & TV MEDIA PLANNER DEVELOPMENT**

1. Introduction

The Integrated Seed Sector Development (ISSD) Plus Project is a 4-year project coordinated by Wageningen University and Research, Centre for Development Innovation (CDI) and funded by Embassy of the Kingdom of the Netherlands. In Uganda, Wageningen UR Uganda (WUU) implements the project in collaboration with the National Agricultural Research Organization (NARO) for public varieties and food crops and private sector for vegetable seed. The programme aims to strengthen the development of a vibrant, pluralistic and market-oriented seed sector that is able to address key challenges that hamper the seed sector development in Uganda.

ISSD is seeking services of a short-term professional to support the execution of the upcoming media (radio/TV) campaigns - seasonal planning, implementation and evaluation of Radio and TV media placements. This is an out-of-office station assignment and the Consultant will be expected to communicate via emails, telephone frequently and come to office for meetings as will be needed.

2. Objective

To support the tactical execution of media campaigns to ensure quality campaigns but above all, value for money is realized.

3. The Task/Assignment

The media planner will be responsible for the following:

Media Planning

- Advise on the best form of media for specific clients and campaigns based on research and analysis using specialist industry resources such as Game changers/ UAMPS reports
- Recommend the most appropriate and effective media to use in the allocated period

Media Buying

- Negotiating the best price, quality, and placement of advertisements. Present proposals, including cost schedules, to ISSD.
- Securing the best airtime slots and managing media bookings.
- Proofread/re-listen of advertisement content before release for airing.

Media Management

- Manage Media (radio & television) business relationships mutually on behalf of ISSD.
- Work with media to understand ISSD's business objectives and uptake and other products (such as vegetable) strategy

- Compiling of negotiated cost reviews at the start of media project, activating spot adverts, DJ mentions and talk shows scheduling in appropriate time lines for ISSD.
- Liaison with media houses to attain air logs and recorded shows for ISSD as part of the audit processes
- Closely working with the ISSD' team on billing and invoicing of various radio stations and updating them on compliance.

Media monitoring & Evaluation

- Provide monitoring reports for the radio/TV campaigns while working with a third party e.g. Reelforge or IPSOS for reports
- Evaluate the effectiveness of campaigns in various media to inform future media to use.
- Maintain high integrity and strict confidentiality in all aspects of ISSD work
- Manage tasks as an out-of station assignment but will online liaison with ISSD

4. Brief /specific areas of focus

- Media buying-Radio airtime
- Radio/TV studio production of spot adverts/ TVC with Translations in required languages
- Spot adverts activations management
- Monitoring (Placement) of spots, drafting of DJ mentions and scheduling of talk shows

5. Time Frame

This assignment will be managed seasonally according to ISSD's work plans. The consultant will be hired according to required services season 2018A, 2018B.

6. Reporting

The consultant will work closely with the Communication Advisor and Procurement Manger based on the campaign under execution.

7. Experience and qualifications

The applicant should preferably hold a Bachelor's degree in related field with over 8 years' experience in the Media/Marketing Agency

- Proven experience in managing advertising campaigns with aspects of Social Behavioral Change campaigns
- Proven ability to manage campaigns of over 100million
- Capacity to produce high quality media plan tables and activations
- Existing relationship with leading regional media houses countrywide
- Client management liaison

Submission of financial and technical proposals

Interested individual Media Planners should submit their profile/resume and financial proposal (quotation) in Uganda Shillings with three reference clients' email and telephone contacts.

Submit physically to Wageningen University Research - ISSD Uganda office, Ground Floor, Studio House, Plot 5, Bandai Rise or Email address: hr@issduganda.org by **Friday, 5th April 2019 by 4:00p.m.**