



CALL FOR CONSULTANCY TO CONDUCT A BASELINE CAPACITY ASSESSMENT OF COMMUNITY RADIOS IN MALAWI

1. Background

Media Council of Malawi (MCM), registered under the Trustees Incorporation Act of the Laws of Malawi is an independent, non-profit, non-political, and media self-regulating organization with the mandate to promote professionalism in the media industry in Malawi. Its mission is to set media standards that create an enabling environment for strong and ethical media, contributing to a more democratic and just society in Malawi.

To achieve this, the Council has paid particular attention and commitment to promoting and strengthening the role of community radios in fostering local voices, democratic participation, and civic engagement.

The Council has received support from the United Nations Educational, Scientific and Cultural Organization (UNESCO) within the International Programme for the Development of Communication (IPDC) framework to implement a project "Strengthening Community Media Operations and Stability."

MCM is therefore seeking the services of a consultant to conduct a baseline capacity assessment of community radios in Malawi to identify their strengths, challenges, and training needs.

2. Objective

The primary objective of this assessment is to evaluate the operational capacity of community radios across Malawi, focusing on the following:

- 1) Assessing community radio stations' technical, managerial, and financial capabilities.
- 2) Identifying training and support needs of community radio staff and management.
- 3) Analyzing the impact of community radios on local communities, including their role in information dissemination and community engagement.
- 4) Providing recommendations to enhance the operational efficiency and sustainability of community radios.

3. Scope of Work

The consultant will carry out the following tasks:

- i. *Desk Research:* Review relevant literature, policy documents, and reports on community radios in Malawi, including previous assessments and studies.
- ii. *Field Assessment:* Conduct interviews with key stakeholders, including community radio managers, staff, and board members; observe and evaluate the operational processes and practices of a representative sample of community radio stations across various regions in Malawi.



- iii. *Data Collection:* Utilize both qualitative and quantitative methods to gather data on:
 - Staffing and organizational structure.
 - Financial sustainability and funding sources.
 - Technical equipment and capabilities.
 - Program production and content delivery.
 - Community engagement and outreach strategies.
- iv. *Training Needs Analysis:* Identify the specific training and capacity-building needs of community radio staff in areas such as programming, governance, technical operations, and financial management.
- v. *Reporting and Recommendations:* Compile findings into a comprehensive report that includes key findings from the assessment, specific recommendations for capacity building and support strategies for community radios, and suggested training content based on identified needs.

4. Expected Deliverables

The consultant is expected to deliver the following:

- 1) A comprehensive assessment report with findings and recommendations.
- 2) A presentation summarizing key insights and recommendations to MCM and relevant stakeholders.

5. Duration of the Assignment

The expected duration of this assignment is 10 days, starting from the date of signing the contract. The project started on 1st November 2024, and the consultant will be engaged as soon as MCM identifies the right candidate.

6. Reporting Structure

The consultant will report directly to the Executive Director of the Media Council of Malawi and will work collaboratively with MCM staff throughout the assessment process.

7. Qualifications and Experience

The ideal consultant should possess:

- A degree in Media Studies, Communication, Journalism, Development Studies, or a related field.
- Proven experience in conducting capacity assessments in media or community-based organizations.
- Strong understanding of the media landscape in Malawi, especially community radios.
- Excellent analytical, communication, and report-writing skills.
- Familiarity with data collection methods and tools.



8. Evaluation of applicants

Candidates will be evaluated using a cumulative analysis method taking into consideration the combination of the applicants' qualifications mentioned above, and financial proposal.

9. How to apply

The following documents should be submitted as part of the application. Please make sure you have provided all requested materials:

- Cover letter
- A proposal outlining an approach to the assignment and proposed work plan with timelines not exceeding 10 days.
- A detailed budget proposal.
- CVs of the consultant(s) involved in the assignment.
- Indication of previous relevant work.

Email to: ed@mediacouncil-mw.org by Wednesday, 13 November 2024.