Contractor Opening No.: ITC/CIC/142/2023  
Date: 13 July 2023

The International Trade Centre is looking for a:

**Media Strategist – Opportunities are Here**

<table>
<thead>
<tr>
<th>Division/Section:</th>
<th>Division of Sustainable and Inclusive Trade, Women, Youth and Vulnerable Communities Section (DSIT/WYVC)</th>
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<tr>
<td>Type of assignment:</td>
<td>National Consultant</td>
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<td>Type of contract:</td>
<td>Delivery contract</td>
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<td>Duty Station:</td>
<td>Home-Based</td>
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<td>Duration of assignment:</td>
<td>24 July 2023 – 14 October 2023 (for 3 months)</td>
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**Terms of Reference**

**BACKGROUND**

Established in 1964, the International Trade Centre (ITC) is the joint technical cooperation agency of the United Nations and the World Trade Organization (WTO) in charge of the sustainable promotion of trade and in particular of exports from developing countries and economies in transition. The goal of the ITC is to make businesses in developing countries more competitive in global markets, accelerate economic development and contribute to the achievement of the United Nations Sustainable Development Goals (SDGs). Thus, the organization contributes to the creation of jobs at the level of segments of agricultural value chains and promising services, especially for young people and women.

This post is located within the Women, Youth and Vulnerable Communities (WYVC) section in the Division of Sustainable and Inclusive Trade (DSIT).

Funded by the European Union delegation in Uganda, the new “Opportunities are Here” project will provide young talents in front of and behind the camera with tailored mentoring, networking opportunities, and media exposure, and generate new trade capacity and export opportunities in the film sector in Uganda.

**OBJECTIVE**

The project primarily targets young creatives in Uganda and is designed to incubate and accelerate their talents through specialized training in the film industry giving participants the opportunity to acquire competencies and gain competitive advantage in the marketplace, locally, regionally and internationally.

This job description relates to The Opportunities are Here (OaH) in the film industry in Uganda, which requires a Media Strategist for the pre-production stage of the project.
DESCRIPTION OF DUTIES/RESPONSIBILITIES

Under the supervision of the Associate Programme Officer and the guidance of the OAH team, the consultant will:

1. Participate in weekly meetings with the ITC project management to provide updates, monitor progress, and ensure deliverables are executed on time by the Communication agency appointed and all parties involved

2. Conduct market research, analyse customer behaviour

3. Collaborate with the ITC team and lead coordinator in developing an integrated marketing strategy for the different target audiences

4. Craft engaging and impactful messaging to capture the attention of the target audience and convey the brand's unique value proposition through the integrated campaign different phases (including for graphics, videos, captions, etc) in line with the brand identity

5. Advise on and review graphics, videos and content

6. Advise on possible activities and criteria for the selection of the contestants in collaboration with the education lead

The Consultant is obliged to provide full access to ITC external and internal auditors to documents and information. In addition, the contractor shall comply with any audit undertaken in line with the financial regulations and rules of the United Nations.

Copyright Clause: The Consultant has to ensure that s/he has obtained the necessary permissions with regard to intellectual property rights required to perform his/her services under this consultancy contract and for the subsequent dissemination by ITC in any form. Documentary proof is to be submitted to ITC. Should any license fee be due for the use of copyrighted materials of third parties, the Consultant shall request prior written permission from ITC. S/he has further to ensure to obtain accreditation to event(s), if required.

EXPECTED OUTPUTS AND TIMELINES

1. Participate in weekly meetings with the ITC project management and the Lead Coordinator to provide updates, monitor progress, and ensure deliverables are executed on time by the Communication agency and all parties involved

2. Create a first draft for approval of the integrated marketing and media plan utilising various channels (TV, radio, social media, email marketing, SMS, WhatsApp, billboards, events) by 30 July 2023

3. Once the Education lead has been appointed, brief them on the Contestants’ Manual and competition activities for contestants. Provide a written recap by 30 July 2023

4. Design a draft for approval of the content plan utilising trello by 30 August 2023
5. Design the Contestants’ Manual and review it with the Education Lead by 30 August 2023

6. Once the Communication agency has been appointed, brief them on the work done and coordinate adaptations, amendments and deliverables in line with the Brand identity. Provide a written recap by 30 August 2023

7. Liaise with the Communication agency and Lead Education to finalise all adaptations to the Marketing and Content plan, as well as the Contestants’ Manual. final drafts to be delivered by 17 September 2023

**TRAVEL:** No travel

**REQUIREMENTS**

**EDUCATION:**

Undergraduate degree (BA/BSC or other).
BA in Journalism / Communications or similar.
Extensive relevant experience may be accepted in lieu of the university degree.

**REQUIRED EXPERIENCE:**

At least 3 years of experience in communication and marketing strategy is required.

**ADDITIONAL EXPERIENCE:**

Experience in production management (preferably film industry) is an asset.

**SKILLS:**

Skilled in creative direction, production management and event management (required).
Film production and Photography skills are desirable.

**LANGUAGE:**

Fluency in English is required.

*ITC champions workforce diversity, inclusion, gender equality and gender parity and considers all qualified persons - of all genders - equally, including those with disabilities, without discrimination or prejudice of any kind.*