Contractor Opening No.: ITC/CIC/151/2023

Date: 11 August 2023

The International Trade Centre is looking for a:

**Lead Uganda Coordinator**

**Project:** C227 Uganda: Business acceleration for young entrepreneurs in the film sector ‘Opportunities Are Here’ (OAH)

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<tr>
<th>Division/Section:</th>
<th>Division of Sustainable &amp; Inclusive Trade, Women, Youth and Vulnerable Communities, (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>15 September 2023 – 15 April 2024 (140 work days)</td>
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<td>Application period:</td>
<td>11.08.2023 – 25.08.2023</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).

**OBJECTIVE**

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. The project primarily targets young creatives in Uganda and is designed to incubate and accelerate their talents through specialised 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 Lead Coordinator to be assigned to the project.
**DESCRIPTION OF DUTIES/RESPONSIBILITIES**

Under the Supervision of the Senior Programme Officer, and in close cooperation with the OAH team, the Consultant will carry out the following duties:

1. **Project coordination and management**
   a. Participate in weekly meetings with the ITC project management to provide updates, monitor progress, and ensure deliverables are executed on time by all parties involved, addressing and escalating issues as they arise.
   b. Organise regular meetings with the Communication Agency, Production Company, Event company, Educational Partner and Strategic Advisor to coordinate all aspects of the project and ensure compliance with the deadlines.
   c. Monitor the project risk framework and provide local insight on risks to the ITC management team.
   d. Obtain the necessary approvals in a timely manner to ensure deadlines are met.

2. **Public relations**
   a. Be the spokesperson for the project in Uganda and represent the project in all relevant meetings.
   b. Coordinate local grassroot organization engagement.
   c. Identify opportunities for project visibility and advise the project management team.
   d. Coordinate and lead press conferences as required.
   e. Write speeches and speaking notes, as required.
   f. Compile a mailing list including all relevant industry and institutional stakeholders to whom project news should be sent.
   g. Review drafts of press releases and be responsible for the dissemination of press releases after approval by project management.
   h. Facilitate the organization of communications activities and events.
   i. Always ensure that the donor and ITC are appropriately and well represented in communication, events and broadcasts.

3. **Advocacy and policy coordination, institutional relationship management**
   a. Facilitate coordination with government counterparts and represent the project in discussions with public bodies and participate in bimonthly institutional meetings (Ministries, Guilds, UCC, URSB).
   b. Act as focal point for the donor. Participate in monthly meetings with the EU (donor) to timely communicate the developments of the project.
   c. Present reports about the project to the donor and other relevant partners.
   d. Circulate minutes of meetings attended to ITC management team.
   e. Gather research and information related to policy development, legislation and new projects related to the creative and film industries.
   f. Identify synergies and complementarities with other initiatives.
   g. Analyse and communicate data, providing ITC management with strategic information that can be used to shape institutional planning, policy formation, and decision making in support of the Film Industry in Uganda.

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 to provide updates, monitor progress, and ensure deliverables are executed on time by all parties involved.
2. Participate in monthly meetings with the donor to timely communicate the developments of the project, discuss roadmap and other issues that may arise. Deliver Minutes of the meeting.
3. Participate in bimonthly institutional meetings (Ministries, Guilds, UCC and others as required), delivering minutes of the meetings, monthly.
4. Coordinate with the communication lead and relevant stakeholders to ensure that the call to entry graphics and videos and other promotional materials are approved by the donor (EU) by 30 September 2023.
5. Coordinate an Orientation Workshop to build the capacity of leaders (as project ambassadors) with the relevant information necessary for mobilizing and engaging the target beneficiaries across the country by 30 October 2023.
6. Coordinate with the relevant stakeholders to ensure that stage design and other promotional materials are approved by the donor by 30 October 2023.
7. Write a 1-page feedback report on the 1st month of the call for entry by 30 November 2023.
8. Compile inputs from partners and review research document on IP registration by November 2023
9. Present the Call for Entry and Masterclasses results to the donor and other institutions by 30 December 2023.
10. Present the online training results to the donor and other institutions by 30 December 2023.
11. Compile inputs from partners and review a distribution guidebook to be made available to the participants and general public at large, outlining distribution avenues available to filmmakers, producers, actors, scriptwriters in Uganda to monetize their audio-visual production (including TV, film festivals, YouTube, grants, advice and practical information) by 30 December 2023.
12. Assist the Media & Strategic Marketing Advisor and Youth Engagement Advisor in the compilation of the Grand Finale guest list, including guests from institutional partners, donor, ministries and industry (provide guest list & contacts/database of suggested people to invite) by 30 January 2024.
13. Coordinate with the communication lead and relevant stakeholders to ensure that the promotion of the Grand Finale event graphics and videos and other promotional materials are approved by the donor by 30 January 2024.
14. Present the Business Incubation and pitching camp results to the donor and other institutions by 29 Feb 2024
15. Provide input and feedback on the research document on Access to finance for Ugandan creative industries and compile the final document with inputs from partners by 28 February 2024
16. Provide input and feedback on the analysis of access to market opportunities for emerging filmmakers, considering streaming, platforms, social media and other monetization opportunities for creative outputs and compile the final document with inputs from partners by 28 February 2024
17. Coordinate with the communication lead and relevant stakeholders to ensure that the promotion of the Premiere event graphics and videos and other promotional materials are approved by the donor by 30 March 2024.
18. Present the production incubation and talent development bootcamp results to the donor and other institutions by 30 March 2024.
19. Review and provide input on a visual ecosystem mapping of Ugandan film industries and compile the final document with inputs from partners by 30 April 2024.

20. Assist the Media & Strategic Marketing Advisor and Youth Engagement Advisor in the compilation of the Premiere guest list, including guests from institutional partners, donor, ministries and industry (provide guest list & contacts/database of suggested people to invite) by 30 March 2024.

21. Coordinate with the logistics coordinator to ensure the broadcasting schedule is presented to the EU by 30 April 2024.

22. Coordinate with the strategic advisor to ensure outreach partner is on point with schedule for the screenings around the country (provide screening schedule) by 30 April 2024.

23. Compile a document listing examples and anecdotes to contribute to policy recommendations delivered by 30 April 2024.


25. Coordinate the Regional Exhibition Premiere at grass-root level through the local cinema halls (Bibanda) by 30 April 2024.

TRAVEL: Travel within Uganda is required.

REQUIREMENTS

EDUCATION:

Undergraduate degree (BA/BSC or other) in Media, Communication, Public Relations, Political Science or related field.
Extensive relevant experience may be accepted in lieu of the university degree.

REQUIRED EXPERIENCE:

At least 8 years of professional experience in institutional development, public relations or creative industries is required.
Experience in project management is required.
Experience working in Uganda is required.

ADDITIONAL EXPERIENCE:

Experience working outside of Africa is desirable.
Experience in the film sector is desirable.
Experience in advocacy work is desirable.
**SKILLS:**

Ability to manage cross-functional teams and skilled in project management, crisis management, organisation and administration of information and communication to teams and senior leadership required. Skills in public relations, public speaking, writing for official purposes are required. Knowledge of the creative industries is required. Knowledge on the film industry is desirable.

**LANGUAGE:**

Advanced knowledge of English is required. Another Ugandan language is an asset.

*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.*