



Terms of Reference: Podcast and Social Media Support Assistant

Background

The Institute for Social Accountability (TISA)

TISA is a non-profit organization committed to achieving sound policy and good governance in local development in Kenya and uplifting the livelihoods of, especially, the poor and marginalized. TISA exists to promote citizen empowerment and government accountability in Kenya to institutionalize a sustainable culture of social inclusion through inclusive policy frameworks and budgetary decisions to realize inclusive governance and the accountable and equitable distribution of resources. Thus, TISA's mission is to help Kenyans find their voice and agency to claim their rights to services, make the Kenyan government accountable for its duties and promises, and make the Constitution a lived experience.

Okoa Uchumi

Okoa Uchumi is dedicated to advocating for transparency, accountability, and fair taxation in Kenya. Our organization focuses on leveraging debt data to engage citizens and stakeholders in meaningful discussions about Kenya's public debt and financial management. To amplify our outreach and impact, we require robust support for our podcast and social media platforms.

Objectives

- Enhance public awareness and engagement regarding Kenya's public debt issues.
- Leverage the Okoa Uchumi Podcast and both the TISA and Okoa Uchumi social media platforms to disseminate information and encourage public discourse.
- Support the promotion of Okoa Uchumi's events, podcasts, and other initiatives.

Scope of Work

1. Content Creation and Management

- **Podcast:** Develop engaging podcast episodes related to public debt and public financial management among other issues tackled in TISA's pillars, including writing podcast scripts episodes. Manage the recording, editing, and publishing of episodes.

- **Social media:** Create engaging content (text, graphics, videos) for social media platforms (Facebook, Twitter, Instagram, LinkedIn). Schedule and publish posts, ensuring consistency with TISA and Okoa Uchumi's branding.
 - Maintain a content calendar for both podcast episodes and social media posts.
 - Designing posters as well as fun, simplified information video clips for social media. (on Adobe Premiere, Cap Cut, InDesign, Illustrator etc.)
2. **Community Engagement**
 - Monitor and respond to listener and follower feedback across platforms.
 - Foster discussions and build a strong online community.
 - Identify and engage with influencers, guests, and experts for podcast and social media content.
 3. **Guest and Expert Sourcing**
 - Research and identify potential guests and experts relevant to public debt and public financial management.
 - Coordinate guest scheduling and participation in podcast episodes.
 - Prepare briefing materials and questions for guests.
 4. **Analytics and Reporting**
 - Track and analyze metrics for both podcasts and social media to measure content effectiveness.
 - Provide regular reports on performance, including insights and recommendations for improvement.
 - Stay updated on trends and best practices in podcasting and social media.
 5. **Campaign Support**
 - Assist in planning and executing podcast and social media campaigns.
 - Collaborate with the team to promote Okoa Uchumi's events and initiatives.
 - Use podcast and social media platforms to drive traffic to the Okoa Uchumi website.

Deliverables

- **Content Calendars:** Monthly schedules for podcast episodes and social media posts.
- **Performance Reports:** Weekly and monthly analyses of podcast and social media metrics.
- **Production of Podcasts:** Either through prior scheduling or on trending issues.
- **Campaign Support:** Contributions to the promotion and success of specific campaigns through writing articles or short videos.

Duration

This role is initially offered for a 6-month period, with potential for extension based on performance and organizational needs. Regular performance reviews will be conducted.

Desired Qualifications

Education:

- Bachelor's degree in Communications, Journalism, Media Studies, Public Relations, Film or a related field.
- Additional qualifications in podcast production, digital media, or related areas are a plus.

Experience:

- 2-3 years of experience in podcast production, media, or communications.
- Proven experience in content creation, including writing, recording, and editing audio content.
- Graphic design skills.
- Familiarity with community engagement and managing listener interactions.
- Understanding of financial topics, particularly public debt and public financial management in Kenya, is highly desirable.
- Experience in guest sourcing and coordination for media or podcast platforms.
- Proficiency in podcast production tools and software.
- Strong analytical skills with the ability to track, report, and suggest improvements based on metrics.
- Excellent communication and interpersonal skills.

How to Apply

Interested candidates should submit their resume, a cover letter, and a portfolio of relevant work (a video production reel, social media content campaign and a sample of an article) to hr@tisa.or.ke by COB 8th August 2024.

TISA is an equal opportunity employer. TISA is also committed to safeguarding and promoting the welfare of children and vulnerable adults. We expect all staff, volunteers, and partners to share this commitment.