



TERMS OF REFERENCE FOR HIRING A MEDIA CONSULTANT

Position Information

- **Position Title:** Media Consultant
- **Department:** Communications
- **Location:** Maiduguri, Borno State
- **Duration:** 3 Months (July to September 2026)
- **Start Date:** July 2026
- **Vacancy:** One (1)

About FRAD Foundation

Future Resilience and Development Foundation (FRAD Foundation) is a registered non-profit organization with the Corporate Affairs Commission under CAC No CAC/IT/NO/139393 in 2019 in accordance with Nigerian law. FRAD focuses on building community resilience through humanitarian and early recovery interventions. The organization invests in staff capacity building and strong quality assurance systems to improve program performance and accountability to donors and communities.

FRAD Foundation implements integrated, life-saving humanitarian and early recovery programs across Northeast and Northwest Nigeria, with an established operational presence and deep community trust in conflict-affected regions like Borno State. The organization maintains strong commitments to Accountability to Affected Populations (AAP), protection mainstreaming, gender equality, and disability inclusion. FRAD works collaboratively with local communities, civil society organizations, government authorities, and international pooled funds to implement high-impact multi-sectoral interventions spanning Nutrition and emergency Water, Sanitation, and Hygiene (WASH) infrastructure.

Background and Context

FRAD implements integrated humanitarian and development interventions across Northeast and Northwest Nigeria, with a strong emphasis on protection, health, nutrition, WASH, education, and livelihoods. A key component of FRAD's programming is strategic communication and evidence-based documentation, which supports accountability to affected populations, donor reporting, and resource mobilization.

With funding from US-Funds through the Nigeria Humanitarian Fund (NHF), FRAD Foundation is implementing the project: "Integrated Life-Saving Nutrition and WASH Response for At-Risk Populations to Reduce Vulnerability in Borno State."

The project delivers critical interventions including outpatient therapeutic feeding programs (OTP), stabilization center support for Severe Acute Malnutrition (SAM), community-led nutrition initiatives such as Tom Brown supplementary feeding, rehabilitation of water systems through solarization of boreholes, and hygiene promotion activities supported through conditional cash-for-work.

To effectively document and communicate the impact of these interventions, FRAD seeks to engage a qualified Media Consultant to produce high-quality multimedia content and human-centered storytelling outputs that demonstrate program results, amplify beneficiary voices, and strengthen donor visibility.



Objective of the Role

The overall objective of this consultancy is to develop high-quality, ethical, and compelling multimedia content that documents the impact of FRAD's integrated Nutrition and WASH interventions in Borno State under the stated funding.

Specifically, the role aims to:

1. Document evidence-based impact of life-saving Nutrition and WASH interventions across target LGAs.
2. Produce human-centered stories that highlight resilience, recovery, and community transformation.
3. Enhance donor visibility and accountability through professional multimedia outputs.
4. Strengthen public awareness of humanitarian needs and response efforts in conflict-affected communities.
5. Ensure ethical, dignified, and inclusive representation of affected populations in line with humanitarian communication standards, including PSEA and child protection principles.

Target LGAs include Jere, Kaga, Konduga, Magumeri, MMC, and Mobbar.

Scope of Work

The Media Consultant will be responsible for end-to-end multimedia production, including planning, field documentation, editing, capacity building, and reporting.

Pre-Production and Planning

1. Develop an inception report and detailed production plan, including field schedules, story concepts, and interview guides.
2. Review project MEAL data, activity reports, and beneficiary records to identify key storytelling opportunities.
3. Develop ethical storytelling frameworks aligned with humanitarian principles and donor visibility requirements.
4. Coordinate with project teams for field access and logistics planning.

Field Production

1. Conduct field visits across all six (6) LGAs to capture photo, video, and audio documentation of project activities.
2. Produce high-resolution photography and high-definition video coverage of Nutrition and WASH interventions.
3. Conduct ethically sound interviews with beneficiaries, caregivers, health workers, community volunteers, and stakeholders.
4. Ensure strict adherence to informed consent procedures and safeguarding protocols at all times.
5. Work closely with field teams and implementing partners during data collection.

Post-Production and Editing

1. Edit high-quality video documentaries (1–3 minutes each) with professional sound design, color correction, and branding.
2. Develop publication-ready human-interest stories integrating beneficiary quotes and field evidence.

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3. Produce translated and subtitled video content (Hausa/Kanuri to English).
4. Curate and organize a high-resolution photo library with metadata and captions.
5. Apply donor branding guidelines (NHF/CBPF/OCHA standards) across all outputs.
6. Incorporate feedback from FRAD Communications and program teams.

Capacity Building and Knowledge Transfer

Conduct a practical training session for FRAD MEAL, Communications, and Advocacy teams on:

1. Field storytelling and ethical documentation
2. Basic photography and videography
3. Multimedia editing and content packaging
4. Provide training materials, tools, and reference guides for institutional use.

Reporting and Coordination

1. Submit a final production report detailing methodologies, field challenges, consent compliance, and lessons learned.
2. Maintain continuous coordination with the Communications Focal Point and MEAL team.

Deliverables

The consultant will be required to produce the following deliverables:

- Inception Report & Production Plan
- Workplan, field schedule, story concepts, and interview guides.
- Human-Interest Stories
- Minimum of 5 publication-ready stories with beneficiary quotes and contextual analysis.
- Photo Documentation
- Minimum of 150 professionally edited high-resolution images with captions and metadata.
- Video Packages
- 3–5 short documentary videos (1–3 minutes each) with subtitles and branding.
- Capacity Building Package
- Training materials, attendance list, and training report.
- Raw Data Archive
- Organized submission of raw photos, videos, and audio files.
- Summary Asset Matrix
- A tracking sheet detailing all produced materials (type, location, theme, consent status).
- A complete documentary video from inception to project end highlighting impact.

Ethical Standards and Safeguarding

The consultant must strictly adhere to humanitarian communication ethics, including:

1. Informed Consent: All participants must provide voluntary and documented consent prior to documentation.
2. Do No Harm Principle: Ensure that all content respects dignity, safety, and privacy of Project participants
3. PSEA Compliance: Zero tolerance for sexual exploitation and abuse; strict adherence to safeguarding protocols.

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4. Child Protection: No identification or harmful portrayal of children or vulnerable groups.
5. Non-Exploitation of Suffering: Avoid sensationalism or stigmatizing imagery.
6. Data Protection: Secure storage and handling of all multimedia data.

Ownership and Usage Rights

1. All content produced under this assignment shall remain the exclusive property of FRAD Foundation.
2. FRAD Foundation retains full intellectual property rights over all raw and edited materials.
3. The consultant shall not publish, distribute, or use any material without prior written authorization from FRAD Foundation.
4. FRAD Foundation and its donor(s) shall be credited as Executive Producers on all final outputs.

Reporting Arrangements

The consultant will report to the FRAD Foundation Management and work closely with the MEAL, Communications and Program teams.

Qualifications and Experience

- Bachelor's degree in Mass Communication, Journalism, Media Studies, Public Relations, or related field.
- Minimum of 3–5 years of proven experience in multimedia production and storytelling.
- Demonstrated experience in humanitarian or development sector documentation.
- Strong skills in photography, videography, editing, and visual storytelling.
- Knowledge of donor visibility requirements (NHF, OCHA, UN standards).
- Strong understanding of safeguarding, PSEA, and ethical communication.
- Familiarity with the operational context of Borno State is highly desirable.
- Fluency in English; knowledge of Hausa and/or Kanuri is an added advantage.
- Experience delivering capacity building or training sessions.

How to Apply

Interested and qualified candidates should submit:

- A detailed cover letter and proposal for the role
- A detailed CV

Applications should be sent via FRAD Foundation Recruitment website no later than Saturday, 27th June, 2026

Note:

- Application will be reviewed on rolling basis
- FRAD reserves the right to accept or reject any application and to annul the selection process at any time prior to contract award, without thereby incurring any liability to the affected applicants.
- FRAD Foundation is committed to diversity equity and inclusion, women and person with disabilities are strongly encouraged to apply.
- Please also submit your application with the disclosure forms.

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