Terms of Reference
for
Audience research

The Thomson Foundation (TF) is seeking to hire an audience research expert for the project: **"Reconstructing local media landscapes through digital growth strategies in East-Central Europe"**

Background

Reconstructing local media landscapes through digital growth strategies aims to strengthen targeted local media outlets towards sustainability through revenue diversification, improved audience knowledge and a better editorial structure that serves them. In particular a renewed audience research will assist in the promotion of gender equality through cost-effective and engaging content production that specifically targets women, who are currently under resourced and in East-Central European media landscapes and in respective national debate generally. The project works in close collaboration with three selected local media outlets in East-Central Europe.

This project will last from October 2020 until December 2021.

SCOPE OF WORK

Main Tasks and Responsibilities

The Expert's main tasks will be:

- Production of an insights platform into the news needs and concerns of audiences, covering a range of key issues including: socio-demographic composition, local concerns, role of women, trust levels, social media habits, among others;

- Examination of local audience engagement capabilities and performance of the independent media organisations as well as targeted best practices to strengthen audience community and brand loyalty;

- Evaluation design to determine impact on audience growth;

- Consecutively reporting from research and focus groups to TF and creating useful and effective digest versions for the final report;

- Regular communication with local contact point and Thomson Foundation to report on progress and potential obstacles;

Deliverables

- Baseline report on audience intelligence for the country/community (October-November 2020)
- Design of self-administered diagnostic for the independent media organisation administer (October-November 2020)
- Bespoke audience dashboards tracking key metrics (23 November 2020)
- Data input for e-learning components (November-December 2020)
- Final activity report (December 2020)

REQUIREMENTS

Professional Experience:

- Expertise in audience research methodologies and ability to deliver targeted strategies
- Proven record and experience in providing consultancy services and business support to media outlets
- Having experience in online / remote knowledge transfer
- Demonstrated innovative ideas and approaches would be an asset
- Given the situation at the moment, the expert will have to be able and willing to work digitally, and using online apps to communicate, film and produce materials for the course.

Education:

A level of education which corresponds to the advertised task and field of expertise.

Language and skills:

- Speaking, reading, and writing proficiency in English, Slavic languages considered and asset.
- Excellent presentation, oral and writing communication skills, with strong interpersonal and cross-cultural communication skills,
- Reliable with high standards for perfection and attention to details,
- Highly collaborative working style, a team player who communicates well across all levels of the organization,
- Strong organizational skills, problem-solving, proactive, can-do-it attitude and ability to get things done,
- Ability to adjust to changes in priorities in a deadline-driven environment.

DURATION OF ASSIGNMENT

It is expected that the assignment will commence no later than 1 October 2020. The expert is expected to complete the assignment until 30 November 2020.

LOCATION

Not specified.

DEADLINE FOR APPLICATION

Please send your application inclusive of a one-page concept note to Tania Thorngreen, taniat@thomsonfoundation.org, by the 28th September 2020 the latest.