

Terms of Reference for

Impact Assessment and Services for Communication and Promotion

Project: Advancing Global Innovation and Learning Effectively to Build Resilience in Independent Media (AGILE)

Code: TM24-EUAGILE-01

Type of contract: Service Agreement

Duration: April 2025 - September 2028

Reporting to: Thomson Group Operations and Programme Manager

Job location: remote

Application deadline: 21 March 2025

1. BACKGROUND

Thomson Media, based in Berlin, Germany, is seeking the services of Creative Design and Communications to support the implementation of the Advancing Global Innovation and Learning Effectively to Build Resilience in Independent Media (AGILE) project. This initiative is funded by the European Union and implemented by a consortium led by Internews Europe, in partnership with co-applicants ARTICLE 19, Fojo Media Institute/Linnaeus University, Thomson Media, and Transtélé Canal France International.

2. OBJECTIVE OF THE SERVICES

The service provider will be responsible for:

- Designing and implementing a participatory **impact assessment** to measure programme outcomes against agreed indicators.
- Delivering **creative design and multimedia communications** to document, package, and disseminate stories of change, in line with EU visibility standards.

3. SCOPE OF SERVICES

3.1 Impact Assessment

- Develop an assessment and impact framework aligned with AGILE's results indicators.
- Support Audience Landscape Assessment and Security Study in countries of implementation.
- Develop Kobo form for data collection for participating outlets.
- Analyse findings, contribute to narrative quarterly reports.

3.2 Creative Design & Multimedia Communications

- Create custom visual materials for social media, events, reports, and presentations, aligned with project branding and EU donor visibility guidelines.
- Develop and finalise text content to accompany visuals, including social media captions, newsletters, and calls for applications.
- Produce multimedia content packages (photography, short videos, infographics, success stories) for dissemination via Thomson Media channels.
- Prepare branded templates for presentations and other internal/external use.

- Proofread and edit materials in English (and, if applicable, Portuguese/Spanish) for clarity and tone consistency.
- Publish approved content on relevant digital platforms, including scheduling and monitoring engagement.

3.3 Cross-cutting

- Coordinate closely with Thomson Media and consortium partners for feedback and alignment.

4. DELIVERABLES

1. **Development** of a general Impact Assessment Kobo form for Resilience Incubator participants.
2. **Training of Resilience Local Media Coordinators to customize Kobo-based data gathering with participating media**, which will feed into the lead partner's AGILE MEL strategy.
3. **Provision of documented support** for the Audience Landscape Assessment and Security Studies in the countries of implementation, with data files compiled and attached as evidence of completion.
4. **Participation in and documented contribution to the selection process for research providers and local Project Coordinators** with meeting records, evaluation metrics, and decision notes attached to substantiate contract deliverables.
5. **Custom-designed visual materials**: digital graphics, posters, report covers delivered in print-ready and web-optimised formats, with editable source files.
6. **Promotion on social media**, in line with EU communication guidelines.

5. SERVICE PROVIDER QUALIFICATIONS

- Proven experience in impact assessment and monitoring, evaluation, and learning (MEL) for media development or related sectors.
- Demonstrable expertise in creative design and multimedia content production (graphic design, photography, videography, infographics).
- Strong understanding of EU visibility guidelines and media development sector needs.
- Experience integrating gender and conflict sensitivity into research and communications outputs.
- Proven ability to work with international teams and manage multiple deliverables to tight deadlines.
- Fluency in English; proficiency in Portuguese and/or Spanish is an asset.

6. PERIOD OF PERFORMANCE

Services are to be delivered from **1 April 2025 - 30 Sep 2028 with value up to Euro 18 000.**

7. REPORTING:

The service provider will report to Thomson Group Operations and Programme Manager.

8. APPLICATION PROCESS

Interested service providers should submit:

- A technical proposal outlining approach to the services, including links to previous work, if available online, and
- Organisational profile, highlighting relevant experience.

Applications should be sent to jobs@thomsonfoundation.org with the subject line: **AGILE – Impact Assessment and Communications Services** by **21 March 2025**.