TANZANIA PRIVATE SECTOR FOUNDATION

TERMS OF REFERENCE FOR CONTENT SPECIALIST FOR THE MSME INFORMATION PORTAL

1.0. INTRODUCTION

Tanzania Private Sector Foundation (TPSF) in collaboration with Financial Sector Deepening Trust (FSDT) is interested in developing an Information Portal to be used by Small and Medium Enterprises (SMEs). In Tanzania Information Portals are well designed web pages which bring information together from diverse sources in a uniform way. The MSMEs Information, knowledge & Business development services portal will focus on capacity building (macro, micro, and meso level) and will have rich functionality and ease-of-use that assures a quality experience for internet users of all levels using multiple channels (mobile phones, smart phones, cell phone) .

The main objective of the portal is to bring together diverse MSMEs-related groups, entrepreneurs (existing and potential), associations, buyers, sellers, technocrats, Training cells, Business Service providers, Technology developers and Academia to freely and openly exchange information related to MSMEs. Additionally, the portal entails to provide value added information to Tanzania MSMEs (Approximately 2.7 million) and acts as a valuable resource to the desired target user groups (MSMEs, regulators, investors, financial service providers, associations) with the aim of uplifting the human capital in the country via alignment of MSMEs training and skills development needs with available suppliers.

This MSMEs Information Portal will specifically:-

- Reduce knowledge barriers affecting access to and use of financial products and services by households and MSMEs.

- Build capacity of financial service supervisors by having access to opinions of MSMEs through online forums, thus formulate policies that respond to their demand.
- Supplement online Business Development Services
- Provide MSMEs a single resource centre comprising of valuable, relevant information, training materials and tools of trade mechanisms
- Facilitate the creation and development of new business idea and opportunities.
- Provide an avenue for Financial Service Providers to freely capture market intelligence about consumers demand and develop product or introduce services that respond to the consumer needs.
- Contain Database of various needed business information

The objective of this Portal is to be a one-stop centre to all MSMEs by providing information and services relating to SME matters. The portal offers a single point of access o all mobility-related information and services available at national as well as regional level. The MSME Portal will be developed by a firm of consultants to be selected for this purpose.

2.0 OBJECTIVE AND SCOPE OF WORK FOR THE ASSIGNMENT

MSMEs Information Portal (MIP) will have content that will focus on serving MSMEs in Kiswahili and English. The Content Specialist serves MIP project by leading the quality assurance of collected content (both digital and hard copies) ,confirming that it is engaging, valuable, and accurate.

OBJECTIVES

- Provide concise content to stimulate growth of MSMEs in Tanzania.
- Establish collaborative & productive relationships with content providers.
- Prepare, translate and update content for MSMEs information portal.
- Moderate content on the portal as well as SMS gateway.

3.0 RESPONSIBILITIES

- Development of SMS keywords to be used in the project SMS gateway.
- Assist MIP team in developing appropriately branded public information and documentation.
- Gathering and synthesizing MSMEs information from a variety of sources and package for usage on the portal.
- Moderate MSMEs Information portal content including discussion forums and reviews.

- Assist in the design, development and dissemination of outreach materials and activities to target audience including outreach folders and fact sheets, newsletters etc.
- Prepare content style guidelines and quality metrics.
- Manage delivery of content from consultants and ensure quality of the end product.
- Package and update the web portal with the latest content as per established guideline.
- Validate MIP contents for accuracy and usability
- Occasionally perform other duties as assigned by the Project Manager

4.0 QUALIFICATION & SKILLS

The individual consultant must have:

- A degree in linguistics and web technology or related field.
- A minimum of four years of professional experience in content management.
- Familiarity with content strategy and social economic development.
- Ability to work collaboratively or independently, according to project needs.
- Capability and proven experience in crafting content with an eye toward results-based management.
- Ability and proven experience in multi-tasking, in taking initiative and working effectively under pressure.
- Excellent in written English, Kiswahili, oral and interpersonal skills.
- Good knowledge on information mapping.
- Ability to craft and deliver actionable, data-driven reports and presentations
- Proven familiarity and practical experience with delivery of private sector settings.
- Technically savvy in digital content management and excellent online communications skills.
- Experience with translation from English to Kiswahili is an added advantage.
- Familiarity with content mapping and definitions of SMS keyword related to MSME products is a plus.
- Proven familiarity and practical experience with delivery of private sector settings.

5.0 DELIVERABLES

Content Specialist will work with the Project Manager as liaison of the MIP project to develop activities that highlight and showcase MIP project by accomplishing the following:

- Reports highlighting content developments, achievements and success stories.
- Reports on content moderation, access and portal usage.
- Contributor award of on monthly basis.
- A Maintained document archive repository.
- Assist in the development of monthly newsletter.

6.0 DURATION OF PROJECT

This consultancy is for 24 months from October to July 2017.

Application procedure and deadline for submission

Interested individuals are invited to apply for the above mentioned vacancy. All candidates should submit a cover letter, latest CV and copies of their qualification to Executive Director, Tanzania Private Sector Foundation, P.O. Box 11313 DAR ES SALAAM, and email it to cmkama@tpsftz.org. All applications should be received not later than 4th September 2015, at 10:00 am East Africa Time.

7.0 SCHEDULE AND REPORTING

7.1 Schedule of the Consultancy

The life of the MSME information Portal will be 24 months (October 2015 to September 2017) including monitoring. However, the Content Specialist will be given a Six Month Contract with possibility of extension subject to proven ability in handling content requirements.

7.2 Reporting

The Content Specialist will be responsible to the Project Manager