

## TERMS OF REFERENCE

### CONSULTANCY: WE-SPEAK PODCAST PRODUCER

#### 1. BACKGROUND AND PROJECT DESCRIPTION

The Caribbean Export Development Agency (Caribbean Export) is implementing the 11<sup>th</sup> European Development Fund (EDF) Regional Private Sector Development Programme (RPSDP) which inter alia seeks to increase employment creation, inclusiveness, particularly for youth, women and indigenous groups, and overall poverty reduction in CARIFORUM states. Considering this, Caribbean Export launched the initiative: Women Empowered through Export (WE-Xport) on March 7, 2018. The programme takes the form of a strategic incubation approach for the duration of twelve months where support is provided to twenty (20) women-owned businesses within CARIFORUM, towards the improvement of their export development and competitiveness.

One significant component of the WE-Xport programme is to advocate on issues and public policies that negatively affect female entrepreneurs. As such Caribbean Export proposes to develop an online podcast programme with the aim of:

1. Raising awareness around the issues affecting women business owners
2. Cultivating the growth of an export culture among the female private sector
3. Raising the profile of trade and exports among a mass market audience

#### 2. OBJECTIVE(S) OF THE CONSULTANCY

This consultancy requires a producer or production team to develop and produce up to 12 radio podcasts intended for online transmission via iTunes and the Agency's communication platforms that aim to:

1. Sensitize and create awareness across the CARIFORUM region primarily on the issues faced by women in the private sector
2. Educate and expose CARIFORUM markets to the critical role the regional private sector plays in supporting the regional economy
3. Promote exports as a viable business growth strategy
4. Strengthen the Caribbean Export brand throughout CARIFORUM and promote the Agency as the go-to organisation for export services

5. Disseminate information related to Caribbean Export's programmes and other regional initiatives that could benefit the private sector

### **3. SCOPE OF SERVICES**

The consultant is expected to carry out the following services in the process of producing the series:

- Research the different topics and issues facing women business owners that will form the programme content for each episode. A draft list of topics that the Agency will be focused on will be provided
- Assist in the sourcing of a show presenter
- Assist in sourcing and booking guests for show
- Identify &/ or produce show production elements including but not limited to: format, presenter/s' script, music and sound effects
- Ensure rights clearances for all production elements incl. music
- Source private sector sponsorship/advertising
- Manage the production including the recording and editing of at least 7 and a maximum of 12 episodes that can be distributed via iTunes, regional radio services and available online
- Manage the transmission of the programming podcasts

### **4. METHODOLOGY**

The consultant will be required to work closely with the Senior Advisor, PR and Marketing within Caribbean Export on the development of the scripts, production schedule as well as editorial guidance to produce each episode.

### **5. DELIVERABLES**

The deliverables to be submitted by the consultant are as follows:

- Overall work-plan with time-lines, budget, required inputs and outputs
- Programme outline for each episode, identifying content, presentation talent and contributors
- Production of a maximum of 12 individual episodes according to the timeline in the work-plan as approved by the Agency

## **6. QUALIFICATIONS AND EXPERIENCE:**

- A minimum of 5 years' experience in media production
- Must know how to source and operate sound equipment
- Demonstrable experience in producing current affairs content including experience in managing, recording, editing and transmitting podcasts

## **7. MONITORING AND EVALUATION**

Performance on this assignment will be measured by timely submission of completed deliverables outlined in Section 5 above that meet or exceed the expectations of the Executive Director of Caribbean Export. Feedback on each submitted deliverable is a requirement for the continuation of the project, and comments will be provided in a timely manner.

## **8. SUBMISSIONS**

Interested persons are asked to submit proposals including financial quotation to JoEllen Laryea, Senior Advisor - PR and Marketing at [jlaryea@carib-export.com](mailto:jlaryea@carib-export.com) by July 23, 2018.