

**Terms of Reference**

**Consultant for the Production of Radio Jingles on GBV prevention Messages for the MAP GBV Project in Anambra and Osun States.**

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| **SUMMARY**  ActionAid Nigeria, through the Multistakeholder Action for the Prevention of Gender-Based Violence (MAP GBV) Project, is seeking the services of a **Consultant for Radio Jingle Production**. The consultant will be responsible for scripting, voiceover recording, and producing impactful GBV prevention messages to be aired as radio jingles and social media streaming.  The objective is to produce a compelling and impactful jingle that sheds light on the dangers of GBV and how it can be prevented in states/communities so that women and girls are protected from its occurrence and can live free from its fears. |

**Background:**

The Multistakeholder Action for the Prevention of Gender Based Violence (MAP GBV) Project is a is a two and half years funded project by Ford Foundation that aims to reduce Gender Based Violence so that women and girls in Nigeria can live free from its occurrence and its accompanying fears.



The project seeks to mobilise faith, traditional, state and non-state actors for the prevention of gender-based violence and harmful traditional practices that exacerbate gender-based violence particularly violence against women and girls through a multi-stakeholder collaborative approach.



The MAP GBV project is an initiative that provides support for the responsible government Ministries, Departments and Agencies as provided for in the states’ Violence Against Persons Prohibition Laws (VAPP) among other relevant laws to either activate and/or set up multi-stakeholder structures, also recognized by the law, that will foster awareness; promote education on GBV and its impacts, and advocate for the enforcement of the provisions of the VAPP Law, and other VAWG protection frameworks that support the prevention and elimination of GBV in their respective states. The actions of these structures, coordinated and funded by the state governments, are proposed to enhance the implementation of the provisions of relevant laws and policies, and motivate adoption of positive norms, beliefs and practices that prevent GBV by the public.

The project also seeks to motivate an increase in governments’ responsibilities and commitment towards keeping their states safe and free from Gender Based Violence through implementation of government-led sustainable, impactful and fully funded GBV prevention & response programmes. Overall, the project aims to contribute towards the creation of a safer and more gender-equitable society as well as a sustainable approach to the elimination of GBV in Nigeria.

Achievement of the project objectives is dependent on the realisation of these expected results/outcomes:

1. Enhanced knowledge, attitudes and practices of faith based and traditional actors to change religious and socio-cultural norms that exacerbate VAWG in Anambra, Osun and Rivers States.

2. Increased effectiveness of state governments’ commitments and actions towards GBV prevention programming in accordance with the provisions of current laws and policies that protect women and girls against violence.

3. Improved functionality and sustainability of accountability and coordination platforms for faith, traditional and state actors/government institutions for effective implementation of GBV prevention interventions.

**Target audience/s**

This GBV prevention jingle is intended for the entire population of Anambra and Osun States, recognising that eliminating gender-based violence requires collective action across all levels of society. It addresses government officials, traditional and religious leaders, educators, students, families, and individuals of all ages and genders acknowledging the unique influence each group holds. It also targets civil society organisations, media practitioners, and business leaders, who play key roles in shaping public discourse and community norms.

By reaching a broad and diverse audience, the jingle seeks to build a shared understanding that GBV is unacceptable and inspires collaborative action toward creating safe, respectful, and inclusive communities in both states.

This jingle aims to achieve the following among the entire population of Anambra and Osun States:

**Hear:** Through compelling audio storytelling and memorable sound design, the jingle will highlight the harsh realities of GBV and emphasise the crucial role men and boys play in prevention. It targets all demographics, especially those unaware of GBV’s impact, using relatable language and tone to raise urgent awareness.

**Believe:** The jingle will challenge harmful norms and beliefs, reinforcing that GBV is unacceptable in any society. It seeks to shift mindsets by promoting empathy, respect, and gender equality.

**Act:** Finally, the jingle will inspire concrete action, especially among key influencers such as traditional and religious leaders, family heads, market leaders, and young men and boys, motivating them to become active champions against GBV in their communities.

By combining emotionally resonant audio messaging with clear calls to action, this jingle supports the MAP GBV Project’s broader goal of building safer, more equitable communities across both states.

**Tone and Style**

The GBV prevention jingle will deliver powerful audio messages highlighting the impact of GBV prevention efforts at community, state, and national levels, emphasizing the roles of gatekeepers and community structures in stopping GBV.

The jingle must:

* Use clear, relatable language in English and the local languages of Anambra and Osun States, reflecting local contexts and cultural nuances.
* The GBV prevention jingle should be aspirational, based on the ideal and not negative, to convey hopeful and motivating impressions about women and girls confronting GBV.
* Maintain a personal, conversational tone, warm and approachable rather than formal or technical.
* Evoke emotion and reflection by sharing inspiring stories of change and community impact, rather than just factual information.
* The audio should be simple and clear, with catchy imagery that engage listeners emotionally.
* Incorporate ambient sounds or brief audio cues from community life to create a familiar and authentic atmosphere.
* Use voice talents that bring warmth, empathy, and energy to the messages, helping listeners connect deeply with the content.
* The overall tone should be positive, hopeful, and motivating, avoiding rigidity or overly serious delivery.
* Highlight inspiring stories of women and girls confronting various forms of GBV and the positive role played by the MAP GBV Project and Multistakeholder Action Committees in prevention.
* Include voices representing boys and men positively contributing to ending GBV, reinforcing inclusive community engagement where necessary.

**5. Deliverables**

**Specific Outputs**



1. A set of four high-quality radio jingles, each approximately 60 seconds in length, produced in English, Pidgin, Igbo, and Yoruba. These jingles will feature culturally relevant music, sound effects, and professional voiceover narration. Each version must be adapted to reflect the language, tone, and cultural context of its intended audience. Final audio files should be delivered in broadcast-quality formats (e.g., WAV and MP3), suitable for radio, social media, and mobile sharing.
2. The final production script(s) used for each language version.
3. Documentation of usage rights and permissions for all music, voice talent, and sound effects used, confirming they are fully cleared for distribution across all relevant media platforms (if applicable).

**Competencies**

**Corporate Competencies:**

* Demonstrates integrity, professional and ethical standards.
* Showcase valuable experience of at least 5-10 years in delivering documentaries, animation videos around women rights or development projects.
* Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.

**Functional Competencies**:

* Communication, interpersonal and professional skills required for collaboration with Government agencies as well as various community and state stakeholders.
* Ability to prioritise work and produce the required outputs in the given timeline.
* Strong oral and written communication skills.
* Excellent video editing and presentation skills.
* Excellent computer skills.
* Must be result-oriented, a team player, exhibiting high levels of enthusiasm, tact, diplomacy, and integrity.
* Must be familiar with the development sector with an experience in producing impact stories at community level.
* Must be able to submit a technical proposal, and work plan for the documentary.

**Education:**

* A bachelor’s degree in social sciences, Theatre Arts, Development Studies, Animation, Film Production, or related fields is preferred but not mandatory.
* Candidates with proven professional experience and demonstrated expertise in scripting, voiceover performance, and audio production especially in development or social impact contexts will also be considered.

**Experience:**

The selected voiceover artiste or audio production team should demonstrate:

* Proven experience in producing impactful audio content, such as radio jingles, in community or development contexts.
* Familiarity with Anambra and Osun States, including the ability to record voiceovers in local languages with cultural sensitivity.
* Evidence of prior work on social issues, preferably related to GBV prevention, women’s rights, or other development themes.
* Ability to commence work within one week of contract award.
* Experience collaborating with both state and non-state actors in content production or communication projects.
* Commitment to inclusive messaging, ensuring representation and respect for marginalized groups, including women, girls, and persons with disabilities.

**Assignment Location and Timeline**

The consultant will be responsible for scripting and producing jingles focused on GBV prevention for both Anambra and Osun States. The first cut must be submitted no later than 19th June 2025, with the final versions due by 24th June 2025, or by a mutually agreed date with the ActionAid team.

**Work Arrangement & Reporting Lines**

The consultant(s) will be expected to provide his/her own work equipment. ActionAid Nigeria will provide materials to aid scripting, however, the consultant will work with the Multistakeholder Action Committee of Anambra & Osun for context-based GBV Prevention audio jingle. The consultant in his/her work, will be accountable directly to ActionAid Nigeria’s Specialist, Projects and Manager, Lagos Regional Office.

**Terms of Payment**

The consultantshall beresponsible for his/her tax and other statutory obligations. ActionAid shall however deduct the statutory 5% With Holding Tax (WHT) for individuals and 10% for registered organisations which will be remitted to relevant authority. The Consultant should provide AAN his/her Tax Identification Number (TIN) for the purposes of remittance.

**Submission**

Interested applicants should submit the following:

1. A 2–3-page proposal
2. A personal or organisational profile/resume
3. A detailed budget (with cost inclusive)
4. A weekly workplan for its delivery.
5. Links of previous works

Applications must be submitted electronically in one Microsoft Word file to Procurement.Nigeria@actionaid.org using the subject line: **Radio Jingle** Applications should be submitted not later than **Thursday 12th June 2025.** Failure to adhere to instructions on submissions could invalidate your application.

**Only awarded applicant will be contacted.**