



**EISA INTERNATIONAL ELECTION OBSERVATION MISSION TO THE 2019
PRESIDENTIAL, LEGISLATIVE AND PROVINCIAL ELECTIONS IN MOZAMBIQUE
TERMS OF REFERENCE FOR MEDIA AND PUBLICITY CONSULTANT**

DURATION OF ASSIGNMENT: 27 August 2019-4 September 2019 & 7 October 2019- 20 October 2019

Introduction

These Terms of Reference (ToR) describe the role and responsibilities of the media and publicity consultant during the period of his/her assignment on the EISA International Election Observer Mission (EOM) to the 15 October 2019 presidential, legislative and provincial elections in Mozambique.

EISA will deploy an election observer mission (EOM) to observe the 2019 presidential, legislative and provincial elections in Mozambique. The EOM is a long-term mission that will cover the pre-election, the voting and the post-election phases of the process. Observers will be deployed to the 10 provinces of Mozambique and the city of Maputo from 26 August 2019 to 26 October 2019. It is led by His Excellency, John Dramani Mahama, former President of the Republic of Ghana with Mr. Denis Kadima, EISA's Executive Director as the Deputy Mission Leader. The Mission will be comprised of a team of 20 Long-Term Observers (LTOs), 22 Short-Term Observers (STOs).

Objectives of the Mission

The deployment of the EOM is in line with EISA's mission of promoting credible elections, citizen participation and strengthening political institutions for sustainable democracy in Africa. Within the Mozambican context, the EOM seeks to contribute to the transparent and peaceful conduct of the 2019 electoral process by providing an independent assessment which could serve as a basis for possible reforms in the post-election phase.

Specifically, the Mission is deployed to:

- Contribute to the assessment of the integrity of the electoral process in Mozambique through the observation and documentation of pre-election, Election Day and post-election activities.
- Ascertain whether the elections in Mozambique meet international benchmarks set out in the African Charter for Democracy, Elections and Governance, the AU/OAU Declaration on the Principles Governing Democratic Elections in Africa, , the Protocol to the African Charter on Human and Peoples Rights on the Rights of Women in Africa, the SADC Principles and Guidelines Governing Democratic Elections, the Declaration

of Principles on International Election Observation and Code of Conduct for Observers and the Principles for Election Management, Monitoring and Observation (PEMMO).

- Provide an opportunity for peer learning among EISA observers drawn from across the continent.

The key outputs of the EISA EOM are:

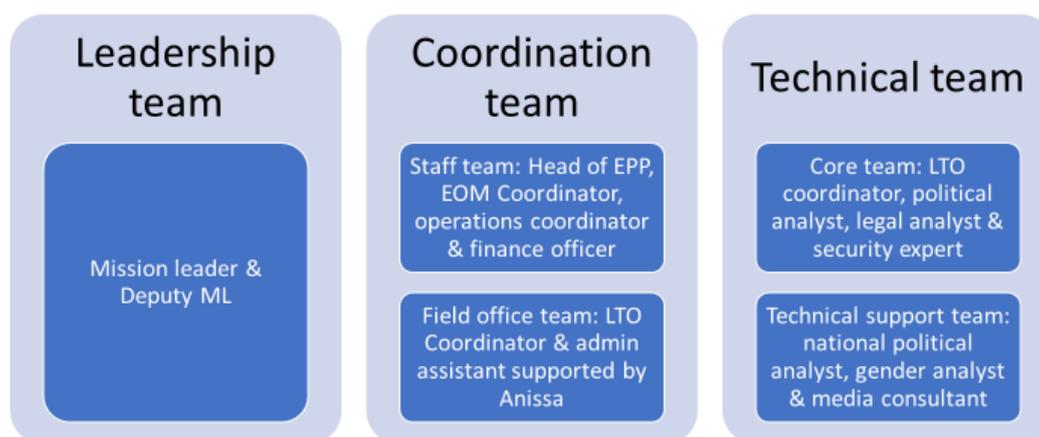
- An arrival statement that announces the presence of the mission in Mozambique
- A pre-election statement which provides the Mission's assessment of the pre-election context (to be confirmed)
- A preliminary statement which provides the Mission's initial assessment of election day procedures
- A final report which provides the Mission's overall assessment of the electoral process

Structure of the EISA EOM

The EISA EOM in Mozambique consists of the following four components:

- A mission leadership team comprised of a mission leader and a deputy mission leader. The team is supported by the Head of EPP.
- A mission Coordination team led by the mission coordinator and comprised of an operations coordinator and a finance officer. The team is supported by an administration and logistics assistant.
- A technical team comprised of a core team of 4 international experts, led by the LTO coordinator, and comprised of a legal analyst, a political analyst, a security expert. The team is supported by a team of national experts, namely: a gender analyst, a political analyst and a media and publicity consultant.
- A team of 20 LTOs and 22 STOs.

Structure of EOM



Role and Responsibilities of the Media and Publicity Consultant

The media and publicity consultant, reporting to the mission coordinator will perform the

following responsibilities:

- Providing a contact list of international and national media houses covering the 2019 Presidential, Legislative and National Elections in Mozambique;
- Developing a publicity strategy for the EISA EOM in consultation with the coordination team;
- Developing a media engagement schedule for the mission leader (i.e. scheduling interviews and photo ops for the mission leader);
- Preparing regular and relevant updates for the EISA EOM on the electoral process as reported in the media (national and international);
- Providing a daily press review of the coverage of the elections (including print and broadcast media). The daily press reviews should include a brief on key issues and events in the political context and their impact on the electoral process;
- Facilitating regular, high quality media coverage of the EISA Mission in Mozambique and internationally through wide dissemination of the EOM press releases, statements and reports;
- Building and maintaining a strong network and knowledge of the national and international media context;
- Providing a verbal and written analysis for the coordination team on the media environment in Mozambique. (the written brief will contribute to the Mission’s final report);
- Organizing the EOM press conference for the presentation of its preliminary statement in Maputo;
- Contributing to the documentation of the EOM’s activities and the electoral process through a photo collection;
- Documenting the media coverage of the Mission and providing a compilation of relevant documentation (e.g. news clippings and weblinks) in hard copy and electronically to the core team at the end of the Mission; and
- Undertaking any other tasks requested by the core team and staff team.

The key outputs of the media expert are:

Output	Timeline for submission
A brief on the media context and regulatory framework for the media in Mozambique	4 September 2019
An EOM publicity strategy/plan	8 October 2019
A contact list of national and international media houses covering the elections	9 October 2019
Briefing of EISA observers and leadership on the media landscape in Mozambique	10-11 October 2019
Daily verbal briefing of the coordination staff team	Daily from 7 October- 20 October 2019
Daily press review	Submitted @ 10 00am daily from 7

	October- 20 October 2019
A press conference with excellent media attendance	17 October 2019
A final report on the media coverage of the EISA EOM (should include supporting documents for all media reports on the EISA EOM	19 October 2019

Requirements:

- A graduate degree in journalism, mass communication or related fields;
- At least three years journalism experience within and outside Mozambique;
- proven experience working in the field of democracy and elections;
- Sufficient knowledge of the political and electoral process in Mozambique;
- Familiarity with the media networks in Mozambique (membership of the professional body will be an advantage)
- Fluency in written and spoken English and Portuguese
- Excellent verbal and written communication skills;
- Demonstrable research and analytical skills;
- Strong knowledge of Microsoft office package;
- Significant knowledge of social media and internet skills that will allow research on the web;
- Good networking skills;
- Ability to work under pressure in a multi-tasked and multi-cultural environment.

Hours of work

- The media/publicity consultant will be required to work from 09:00-17:00 on working days. S/he will be required to work on some weekends especially during the briefing and deployment of observers. S/he may also be required to work for extended hours throughout the duration of the contract.

Work Facilities

EISA will endeavor to provide a conducive work environment to ensure that the media and publicity consultant is able to deliver on their outputs as follows:

- Office space with internet connectivity at the Mission Headquarters in Maputo
- Provide airtime for work-related communication
- Provide transportation for work-related travels
- Providing relevant newspapers daily

Remuneration

EISA will pay the media and publicity consultant a once-off fee of eight hundred US dollars (\$800) for the entire period worked.