

Call for application

Consultant for focus group discussions (FGDS) with Rwandan Media Houses

Deadline 18.10.2024

Fojo Media Institute, through the Rwanda Media Programme, is seeking a qualified consultant to conduct Focus Group Discussions (FGDs) for nine media houses in Rwanda, including six commercial media houses and three community radios. The goal of these FGDs is to review how the media houses can better align their programs and content with audience preferences.

About Fojo Media Institute

Fojo Media Institute (Fojo) is part of Linnaeus University and is Sweden's leading organization for media development. With almost 50 years of experience, Fojo has operated in over 100 countries, strengthening the institutional capacity of media organizations and training over fifty thousand journalists globally. In Rwanda FOJO implements "Rwanda Media Programme" a programme that aims to strengthen the independence, professionalism, and sustainability of the Rwandan media sector by promoting diverse, inclusive content that represents various societal groups, including women, youth, and different communities. Fojo's work is supported by SIDA and SDC.

Scope of the consultancy

The consultant will be responsible for:

- Recruiting and moderating focus groups with Rwandan media houses.
- In dialogue with media partners and Fojo local team create a targeted questioning framework and process for each FGD
- Coaching media partners and Fojo local team in doing FGDs.
- Aligning media content and product strategies with audience consumption habits.
- Analyzing qualitative data and insights from FGDs and integrating it with quantitative data from surveys.

- Document FGDs through video, audio or transcription.
- Producing a comprehensive final report in English and presenting findings to the client.

Required qualifications

The ideal consultant should possess:

- Proven experience in recruiting, moderating, and documenting Focus Group Discussions (FGDs).
- Experience coaching others in FGD facilitation.
- Strong analytical skills for identifying patterns in qualitative and quantitative data.
- An understanding of consumption behaviors and trends, especially in Rwanda or East Africa.
- Experience working with media companies or organizations, particularly in Rwanda or other East African countries.
- Excellent communication and reporting skills in English

Key competencies:

- Ability to listen to client needs and develop targeted FGD questions.
- Experience moderating FGDs independently.
- Empathetic ability to moderate discussion without personal bias
- Ability to link FGD results with broader survey data.

Required application documents

Interested consultants are required to submit the following documents:

1. **Motivation letter** outlining their suitability for the consultancy.
2. **Curriculum Vitae (CV)** detailing relevant experience.
3. **Proven experience** in conducting FGDs, especially for media organizations (samples or references or a certificate of delivery).

Deadline for submission

The application deadline is **October 18, 2024, by 4 PM**. Please send your applications to: Fulgence Niyonagize , The RMP media coordinator at niyonfulg@gmail.com: +250788813274. with copies to: Annelie Frank, the RMP Programme Manager, at annelie.frank@lnu.se and Soren Ostergaard Sorensen;The FOJO Media viability advisor at soren.ostergaardsorensen@lnu.se e

We encourage candidates with significant experience in media consumption, general consumption habits and focus group methodologies to apply.