

TANZANIA EXTRACTIVE INDUSTRIES TRANSPARENCY INITIATIVE (TEITI)

TERMS OF REFERENCE

IMPLEMENTATION OF TEITI COMMUNICATION STRATEGY AND ACTION PLAN

Background

Tanzania's extractive industry notably the mineral sector has experienced a boom in both mineral exploration and mining activities during the past 12 years. This has resulted to commissioning of six large-scale gold mines at Nzega, Geita, Bulyanhulu, North Mara, Tulawaka and Buzwagi. Whereas, the energy Sector did experience an increase in exploration for Gas and Petroleum along coastal line culminating into the development of Gas wells at Songo Songo Island and Mnazi bay.

Despite these achievements, there has been public outcry on proceeds payment of mineral revenues to the Government and other burning issues regarding the overall management of natural resources in Tanzania. To address the discontent, the Government formed a mineral policy review committee in 2004 and a mineral sector review committee in 2008. The composition of these committees was diverse to include wide participation of different stakeholders to bring about the sense of transparency in the findings and recommendations.

Tanzania and EITI

The mineral sector review study recommended Tanzania to join the international transparency standard for extractive industries, the EITI to improve public perception and trust. Accordingly, on 18 November, 2008 the Government of the United Republic of Tanzania issued a public statement of its decision to join the Extractive Industries Transparency Initiatives (EITI) to increase transparency and accountability in the national extractive industries.

EITI programmes help civil society groups, media and public at large to systematically review and assess what is being paid by the companies to, and received by government agencies. By making information on payments and revenues public, EITI improves trust among these groups and reduces risk of conflict and promotes stability, which is essential in attaining sustainable economic development.

Strategic Communication Program for TEITI

A comprehensive and well-planned communication intervention is critical for achieving TEITI's objectives. An open, inclusive, and participatory approach is a key feature of the TEITI process. Engaging citizens to represent their interests throughout the process via vibrant, informed public dialogue is critical.

External stakeholders will be the principal focus however, ensuring engagement and support of internal stakeholders, including the Government institutions is also important for effective dialogue around TEITI issues.

In order to address these communication and information issues and challenges, TEITI first developed a detailed Communication Based Assessment, followed by a Strategic Communication Program and Action Plan. The TEITI Secretariat now seeks technical assistance to implement the awareness-raising, information dissemination, and public dialogue and stakeholder engagement activities detailed in the Communication Strategy and Action Plan — attached as Appendix 1.

Objective

The immediate objective is to do everything possible to secure Tanzania's EITI validation in 2011. The larger objective is to ensure the successful and timely implementation of the TEITI process by educating, then engaging all key stakeholders-- especially communities in and around the extractives areas-- in active dialogue based on shared goals; working as partners in ensuring that Tanzania's resource wealth is used to improve development.

Communication Officer

The TEITI Secretariat wishes to engage a qualified, highly motivated Communication Officer to work with us and the Multi-Stakeholder Group (MSG) in implementing the TEITI Communication Strategy and Action Plan—including preparation of outreach materials, organising and facilitating community meetings to discuss the TEITI Report, support conducting workshops for companies, civil society organisations (CSOs), Government officials, members of Parliament, Editors/Journalists, and religious leaders, and other activities detailed in the Strategy.

As an advisor to be a core member of the Secretariat, the selected Consultant will spearhead implementation of the Communication Strategy and Action Plans. The Secretariat will be responsible for all policy and content issues as well as facilitating implementation.

Main Responsibilities

The Communication Officer will lead the work of the TEITI Secretariat and MSG Communication Committee on all issues necessary for implementation of the Communication Strategy, including preparation and production of information and advocacy materials-- print and electronic media products— as well as organization and delivery of other communication and stakeholder engagement activities such as workshops, seminars, meetings, etc. She/he will be responsible for managing professional production and timely submission of all outputs, including planning, implementation and management of tasks and oversight of the work of staff working on TEITI issues.

Reporting Requirements & Administrative Arrangements

The consultant will report to the Head of the TEITI-Secretariat, Mr. Benedict Mushingwe. He/she will work from the Secretariat's offices, liaising on a day-to-day basis with the Head of the Secretariat on all technical matters.

Period of performance and Conditions of work

The Communication Officer is expected to start immediately. The contract will initially be for six (6) months with the possibility of extension for additional terms based on successful performance, timely delivery of outputs and the decision of TEITI leadership.

Selection criteria, Qualifications

A native of Tanzania, the successful candidate will be a high-energy, self-starter with the following qualifications and experience:

- Demonstrated, hands-on experience designing and implementing awareness-raising, citizen engagement and strategic communication programs/campaigns in Tanzania;
- Experience leading initiatives to engage stakeholders in dialogue through participatory communication techniques, consultations, seminars, etc;
- Developing productive working relationships with journalists and editors; successfully promoting media coverage of governance, public finance and/or extractives industry issues;
- Developing and delivering outreach materials and conducting communication interventions in Kiswahili and English.
- Experienced in development, production, delivery, and monitoring of media products including print, electronic, and new media products to share information and engage stakeholders in dialogue about development issues;
- Solid understanding of historical, socio-political, cultural and economic issues in Tanzania, in particular the mining and extractives industries.
- Ability to work with and communicate effectively with diverse stakeholders including corporate leaders, CSOs, national and local-level Government, rural dwellers and development partners.