



## Terms of Reference (ToR)

Ref: VA-03-26-03

<b>Position:</b>	Digital Communications and Multimedia Specialist
<b>Location:</b>	Monrovia, Liberia (with travel to project locations)
<b>Contract Type:</b>	Individual Consultant, Performance based
<b>Contract Duration:</b>	12 Months
<b>Level of Effort:</b>	8 Months Equivalent (64 Working Days)
<b>Working Days per Month:</b>	8 Days
<b>Performance Evaluation Period:</b>	Three months, with possibility of extension based on satisfactory performance.
<b>Technical Coordination:</b>	ICT Consultant
<b>Reporting To:</b>	Chief Executive Officer / Executive Director
<b>Application Deadline:</b>	April 2, 2026
<b>Anticipated start date:</b>	April 15, 2026

### Organization Profile:

tMA founded in 2011, is a premier non-governmental organization driving transformative development across Liberia. We support multi-sectoral programs that reduce poverty, strengthen livelihoods through agriculture and aquaculture, improve health and education outcomes, promote peace and democratic governance, stimulate economic growth, and protect the environment. tMA provides high-quality technical assistance, social services and achieves measurable impact, reaching communities across every county in the country.

### Purpose of the Role:

As tMA continues to expand its portfolio of assignments implemented with government institutions, international development partners, and donor agencies, the organization recognizes the increasing importance of strategic communication, digital visibility, and knowledge management to effectively document project activities and communicate development impact.

Modern development organizations rely on multimedia storytelling, digital communication tools, and visual documentation to transform technical project outputs into accessible content for stakeholders including government partners, donors, communities, and the general public. To strengthen its institutional communication and digital presence, tMA intends to engage a Digital Communications, Multimedia & Knowledge Management Specialist who will be responsible for producing multimedia communication products including short videos, documentaries, flyers, newsletters, and visual project stories for dissemination across tMA's digital platforms including Facebook, Instagram, LinkedIn, and the organization's website.

The Specialist will work closely with field teams, program staff, research teams, and the ICT Consultant to translate project documentation and field activities into high-quality multimedia content and knowledge products that showcase the impact of tMA's work.

### Objective of the Assignment

The objective of this consultancy is to strengthen tMA's digital communication, multimedia documentation, and knowledge dissemination by producing high-quality visual content derived from field activities, research outputs, and project implementation.

The assignment will support institutional visibility, stakeholder engagement, and communication of development impact across digital platforms.

### What your day-to-day will look like:

#### 1. Multimedia Documentation of Projects

- Document project activities, field missions, workshops, training sessions, and stakeholder engagements through professional photography and videography.
- Capture visual evidence of project implementation and results including infrastructure development, community engagement, and capacity building activities.
- Produce visual documentation of monitoring and evaluation missions conducted by tMA.
- Develop before-and-after visual documentation of project sites when applicable.

## **2. Video Production and Documentary Development**

- Produce short impact videos (1–3 minutes) suitable for social media platforms.
- Develop mini-documentaries (5–10 minutes) highlighting project implementation and results.
- Conduct video interviews with beneficiaries, stakeholders, and project staff.
- Convert technical reports and project documentation into engaging visual storytelling formats.
- Develop short animated explainers for complex technical topics when necessary.

## **3. Graphic Design and Visual Communication**

The Consultant will design professional visual communication materials including:

- Project flyers and promotional materials
- Infographics summarizing research findings and project results
- Event announcements and communication materials
- Social media graphics and visual storytelling content
- Project highlights for donor reporting

## **4. Digital Communications and Social Media Content**

The Consultant will support tMA's digital communication by:

Preparing multimedia content for publication on:

- Facebook
- Instagram
- LinkedIn
- tMA Website
- Developing digital storytelling campaigns highlighting project milestones and results.
- Supporting the growth of tMA's digital engagement and audience reach.
- Ensuring that all digital communication materials follow tMA branding and communication standards.

## **5. Knowledge Management and Documentation**

The Consultant will support the organization's knowledge management functions by:

- Transforming technical reports and research outputs into simplified visual communication products.
- Developing visual summaries of project reports and research findings.
- Creating visual documentation archives of projects implemented by tMA.
- Supporting preparation of organizational reports, brochures, and communication materials.

## **6. Staff and Institutional Profiling**

The Consultant will:

- Develop professional staff profiles highlighting expertise and experience.
- Produce staff spotlight features for communication platforms.
- Document organizational events, training activities, and staff achievements.

## **7. Coordination and Collaboration**

The Consultant will work closely with:

- Program teams to document project activities.
- Field teams to capture real-time implementation progress.
- The ICT Consultant to ensure integration of digital content with website and digital platforms.
- Management to support strategic communication of institutional achievements

## **Duration of the Assignment and Level of Effort**

The consultancy will be implemented over a 12-month contract period.

However, the effective level of effort will be equivalent to 8 months of work distributed across the contract duration.

**Level of Effort**

Parameter	Description
Contract Duration	12 Months
Effective Work Period	8 Months
Working Days per Month	8 Days
Total Level of Effort	64 Working Days

The Consultant will therefore work a maximum of eight (8) working days per month during the active work months, subject to work planning and approval by management.

The distribution of the work schedule may be adjusted depending on project activities, field missions, and organizational communication needs.

**Expected Deliverables:**

The Consultant will produce monthly multimedia outputs summarized below.

**Monthly Deliverables:**

Deliverable	Description	Minimum Monthly Output
Short Project Videos	Short videos documenting field activities	4
Photo Stories	Photo collections converted into visual stories	4
Flyers / Graphics	Promotional and informational graphics	3
Newsletter	Monthly institutional newsletter	1
Staff Profile	Staff spotlight feature	1
Social Media Content Packages	Prepared posts ready for publication	12
Documentary Video	Short project documentary	1

**Required Qualifications:****Education**

Bachelor's Degree in:

- Communications
- Media Studies
- Journalism
- Film Production
- Digital Media
- Graphic Design
- Multimedia Communication
- Information Technology (with media specialization)

**Professional Experience**

The Consultant should have:

- Minimum 3–5 years of experience in multimedia production or digital communications.
- Demonstrated experience producing videos, documentaries, and digital storytelling products.
- Experience managing organizational social media platforms.
- Experience working with development organizations, NGOs, or consulting firms is an advantage.

**Technical Skills**

The Consultant should demonstrate knowledge in:

- Multimedia Production
- Videography and photography
- Video editing software (Adobe Premiere, Final Cut, CapCut, DaVinci Resolve)
- Audio editing and sound design
- Documentary storytelling techniques
- Graphic Design
- Adobe Photoshop

- Adobe Illustrator
- Canva or equivalent design tools
- Digital Communications
- Social media management tools
- Content scheduling platforms
- Basic website content management systems

Additional skills such as motion graphics, animation, and drone videography will be considered an advantage.

**Reporting Requirements:**

The Consultant will submit:

- Monthly Multimedia Production Report
- Archive of all multimedia products produced

**Performance Evaluation**

Performance will be assessed based on:

Criteria	Weight
Quality of multimedia outputs	30%
Timeliness of deliverables	20%
Creativity and storytelling	20%
Collaboration with teams	15%
Digital engagement impact	15%

**Institutional Arrangements:**

tMA:

- Office Space
- Information / Pictures, etc

Consultant:

- The consultant shall provide and maintain all equipment necessary to carry out the assignment effectively and without delay, including but not limited to:
  - functional laptop,
  - relevant software applications,
  - a camera, and
  - a mobile phone (where required).

**Application Process:**

Applicants are requested to submit a resume not exceeding three (3) pages, along with a cover letter and references. ‘

To apply, please click [HERE](#) to submit your application.

**Interviews will be conducted on a rolling basis based on organizational needs. Shortlisted candidates may be contacted before the application deadline.**

**Technical Support:**

If you experience any technical issues with the application form, please email [burphya@tmassociates.org](mailto:burphya@tmassociates.org) for assistance.