



ZIMBABWE MEDIA COMMISSION

CALL FOR CONSULTANCY SERVICES:

The Zimbabwe Media Commission is seeking for the services of a highly motivated and qualified candidate/organisation to undertake the following:

TYPE OF CONTRACT: External Contract

PROJECT TITLE: **CLIENT AND STAKEHOLDER SATISFACTORY SURVEY**

DURATION: One month (approximate)

DATE OF ISSUE: 01 November 2023

DEADLINE FOR SUBMISSIONS: 10 November 2023

1. Introduction

The Zimbabwe Media Commission (ZMC) is established by section 248 of the Constitution. Section 249 of the same Constitution provides for the functions of the Commission. The ZMC's mandate is guided by its two enabling legal instruments. The Freedom of Information Act (FOIA) [Chapter 10:33] provides a framework for the realisation of the provisions of Section 62 of the Constitution which gives citizens the right to access information held by public entities for the purposes of promoting transparency and accountability and at the same time, for the protection of a right. The Zimbabwe Media Commission Act [Chapter 10:35] reiterates the functions of the Commission established by section 249 of the Constitution. The Act provides for the promotion and protection of freedom of expression and the media guaranteed in section 61 of the Constitution. The Act also empowers the Commission to institute investigations and enquiries into any conduct likely to threaten freedom of expression and of the media.

2. Objectives

The main objective of this consultancy is carry out a stakeholders and clients' satisfaction survey and to determine the stakeholders and clients' satisfaction index. The satisfaction index will help the Commission to:

1. Determine stakeholders and clients' perceptions of how the Commission is executing its mandate
2. Understand the expectations of clients and stakeholders on the Commission
3. Determine the effectiveness of the Commission's communications channels.
4. Establish the effectiveness of information dissemination with regards to nurturing the trust relationship between the Commission and its stakeholders and clients. This includes an effective stakeholder and client feedback mechanism that will help maintain and/or improve satisfaction levels.
5. Ascertain visibility of the Commission brand and the appreciation of its functions.
6. Identify key pain-points in customer experiences (in this case, stakeholders and clients) journey at both physical and digital points of interaction.

3. The Consultant

The Commission invites eligible consulting firms ("Consultants") registered and with specific experience to indicate their interest in providing the required Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria are:

- The consultant's core business being in the area of the proposed assignment,
- General experience of the consultant (clearly demonstrating the scope, cost and duration in the provision of consulting services relating to conducting surveys in Zimbabwe.
- Specific experience of the consultant in the provision of client and stakeholder satisfaction survey consultancy services conducted in Zimbabwe in the last ten (10) years with the following details:
 1. Name of client to which service/assignment of similar nature was provided and duration.
 2. Name and location of the project or assignment; and,
 3. Value of the assignments.

4. Research Framework

Information gathering should include desk research, interviews and any other techniques that can be used to gather information.

5. Target Groups

The target groups that will constitute the core informants includes the following:

- Mass media services (registered or not registered);
- Government Departments;
- Education training institutions;
- Film industry players;
- Production houses;
- Marketing agencies;
- Media organisations in the civic sector;
- Media consumers;
- Online content creators;
- Students in the media field; and
- Any relevant organisations and individuals
- Media industry associations
- Broadcasters

6. Outputs

The expected outputs include the following:

- A detailed report ready for publication and distribution to all clients and stakeholders. The report is expected to be a reference point to the Client and Stakeholders Satisfaction Index for the Commission

7. Estimated time of Research and Report Compilation

The duration of the contract is one (1) month, from the date of engagement.

8. Deliverables.

The researcher should deliver two bound copies of the report together with a soft copy of the same.

9. Supervision

The consultant will work under the supervision of the Manager Research, Training and Development.

e. Application:

Interested applicants need to send their submissions by 10 November 2023 using the following email addresses:

shoniwatp@gmail.com

zmcaccreditation@gmail.com

N.B ONLY SHORTLISTED CANDIDATES WILL BE CONTACTED.