



TERMS OF REFERENCE

RADIO INFLUENCER FOR PUBLICIZING WORLD FOOD DAY (WFD)

1. Introduction

Biovision Africa Trust (BvAT) is inviting proposals on promotion of the World Food Day through captivating radio and social media engagements.

2. About Biovision Africa Trust

Biovision Africa Trust (BvAT) is a not-for-profit organization established in Kenya in 2009 by the Biovision Foundation for ecological development in Switzerland and supported by the International Centre of Insect Physiology and Ecology *icipe* in Nairobi. The Trust's goal is to alleviate poverty and improve the livelihoods of smallholder farmers in Kenya and other African countries through supporting dissemination of information and knowledge on appropriate technologies to improve human, animal, plant, and environmental health. To achieve this, BvAT has three broad programmes through which the mission is unfolded. The Farmer Communication Programme (FCP), the Ecological Organic Agriculture Initiative (EOA-I) and the Knowledge Centre for Organic Agriculture (KCOA). FCP has four (4) pathways through which ESA technologies and practices are disseminated over the Print (The Organic Farmer and Mkulima Mbunifu Magazines), the Radio (The Organic Farmer Radio), Online (Infonet) and the Outreach to reach smallholder farmers.

Scope of work

Biovision Africa Trust is seeking a charismatic and engaging Radio Influencer to champion the promotion of World Food Day through captivating radio and social media engagements. The ideal candidate will have ability to communicate effectively and inspire action. The Radio Influencer will create, produce, and deliver compelling segments that educate and motivate listeners about the significance of WFD.

Key Responsibilities:

- Develop and present engaging radio segments, interviews, and discussions that promote the theme of World Food Day.



- Create and post engaging content (images, videos, blogs, stories) that promotes the theme of World Food Day on platforms like Instagram, Twitter, TikTok, Facebook, and YouTube.
- Use hashtags, tags, and other influencers to amplify the campaign's reach and ensure maximum visibility.
- Track engagement metrics (likes, shares, comments) and provide a post-campaign performance report.
- Collaborate with our campaign team to incorporate key messages and statistics related to global food security and sustainability into broadcasts.
- Engage listeners through call-ins, social media interactions, and live discussions to foster community involvement and dialogue about hunger and nutrition.
- Promote relevant events, activities, and campaigns related to World Food Day across various radio platforms
- Monitor listener feedback and engagement, providing insights and performance reports to the campaign team.

3. Purpose

We seek to engage a radio influencer to publicize World Food Day under the theme "Right to Food: Better Life, Better Future" to raise awareness on the critical importance of food security and sustainable agriculture. The influencer's role will be to highlight the connection between the right to food and improved livelihoods, emphasizing agroecology as a path to a better future, particularly for youth. By leveraging their platform and influence, the aim is to inspire and mobilize communities to support food sovereignty, encourage sustainable farming practices, and promote equitable access to nutritious food for all. This partnership will amplify the World Food Day message, fostering a deeper understanding of the role of agriculture in building resilient, food-secure communities.

Qualifications:

- Proven experience as a radio host, broadcaster, or influencer, with a strong on-air presence and a huge following .



- Excellent verbal communication and storytelling skills.
- Ability to engage and connect with a diverse audience through compelling audio/visual content.

4. Deliverables

At the end of the assignment, the consultant will be required to provide:

- A full report on listener feedback and engagement, providing insights and performance reports to the campaign team.

5. How to Apply

Interested journalists should submit the following:

- A succinct proposal in MS Word, outlining the campaign overview, target audience, content plan, engagement strategy, promotion plan, detailed budget and evaluation metrics.
- Applicant's resumé/CV.

Send your application to procurement@biovisionafrica.org with the subject heading: titled "**Radio influencer for World Food Day**", by 15th October 2024.