

TERMS OF REFERENCE - EDITORIAL CONSULTANT

1. Background

The Netherlands Institute for Multiparty Democracy (NIMD) works to strengthen inclusive and democratic political systems by supporting political actors, citizens and civil society to engage constructively in democratic processes. As part of this work, NIMD Kenya is developing innovative approaches to strengthen civic and political participation, particularly among young people.

Recognizing the role of media and creative content in shaping public understanding of politics and democracy, NIMD seeks to engage an experienced Editorial Consultant to provide strategic and practical editorial guidance to the development and production of a new media content initiative.

The consultant will bring a professional editorial approach similar to that applied in high-quality public-interest broadcasting, ensuring that content is accurate, relevant, balanced, engaging and responsive to audience interests.

2. Purpose

The purpose of the consultancy is to provide editorial leadership, guidance and quality assurance throughout the content development and production process.

The consultant will help establish clear editorial standards, strengthen story development and narrative quality, and mentor the creative and production team. The role is not simply to review completed content, but to strengthen the editorial thinking behind each story and programme.

3. Objectives

The consultancy will: -

1. Develop a clear editorial framework and standards covering accuracy, impartiality, fairness, balance, public interest and responsible treatment of political issues.
2. Strengthen the quality and relevance of content through editorial input into story development, research, scripting, interviewing and narrative structure.
3. Build the editorial capacity of the production team through practical mentoring, coaching and continuous feedback.

4. Scope of Work

The consultant will: -

- Review the existing concept and provide recommendations on its editorial proposition, audience and positioning.
- Develop practical editorial guidelines, including principles for verification, balance, attribution, right of reply and treatment of contested or politically sensitive issues.
- Work with the production team to identify compelling stories, themes and questions relevant to the target audience.
- Advise on episode structure, storytelling, scripting, interviewing and questioning.

- Review scripts, briefs, interview questions and draft content.
- Assess content for factual accuracy, bias, omissions, unsupported claims and potential editorial risks.
- Ensure diverse and competing perspectives are appropriately represented.
- Advise on how complex political and democratic issues can be communicated in accessible and engaging ways.
- Provide editorial coaching and mentoring to writers, presenters, producers and other members of the creative team.
- Provide recommendations for adapting content for digital and social-media platforms.
- Conduct a final editorial review of selected content and provide recommendations for future production.

5. Expected Deliverables

The consultant will deliver: -

- An Editorial Assessment and Recommendations on the existing concept.
- Ongoing editorial input into story ideas, scripts, interview questions and production materials.
- Editorial reviews and quality-assurance feedback on draft and final content.
- A brief Final Editorial Report documenting key lessons and recommendations.
- Editorial Standards

Content should be: -

- Accurate – based on verified information and credible sources.
- Fair and impartial – providing appropriate representation of relevant perspectives without promoting political parties, candidates or individuals.
- Independent – guided by public interest and audience value rather than institutional or political interests.
- Relevant and accessible – connecting complex political issues to the everyday experiences and interests of audiences.
- Constructive and responsible – encouraging informed debate while avoiding misinformation, unnecessary polarisation or harmful framing.

6. Qualifications and Experience

The consultant should have: -

- Professional qualifications in journalism, communications, media studies, political science or a related field.
- At least **8–10 years' experience** in journalism, broadcasting, editorial management or media production.
- Demonstrated experience in senior editorial or newsroom roles.
- Strong knowledge of journalistic ethics and editorial standards.
- Experience developing stories or programmes for broadcast, digital or multimedia platforms.
- Experience covering political, governance, civic or public-interest issues.
- Demonstrated experience mentoring journalists, producers or creative teams.
- Excellent analytical, writing, interviewing and communication skills.

Experience with public-service broadcasting, national or equivalent international media organizations, reputable newsrooms or documentary production will be an advantage.