

USSD Messaging Platform Developer



Terms of Reference

Purpose of consultancy: Tai Tanzania is looking to develop a USSD Messaging Application that will be used as an interactive platform among AGYW where they can get SRH information. The rationale behind using this platform is to compliment and act as a reminder to the main themes captured in 3D animations and radio dramas. More importantly, adoption of this approach gives beneficiaries more diversified platforms to access SRH information; thus, in the absence of internet to access 3D animations, beneficiaries can still receive regular SMS with the same themes to those portrayed in 3D animations and radio dramas.

Type of contract: Individual Consultant

Supervisor: Head of Program & Operations

A. Background

Tai Tanzania is an innovative youth-led organization that uses the power of combining data, storytelling and technology to inspire behaviour change among young people based on stories from the community. We produce edutainment content such as animation film, music, and comic posters. Tai was founded in 2012 and registered in 2013. Tai's vision is to create social behavioural change to live in a society where youth are responsible leaders in ensuring sustainable development. To do so, Tai focuses on creating environments that will foster adolescents' access to school, since education plays a crucial role in children's and adolescents' future lives.

B. Specific Objective

Develop USSD Messaging Application that will be used as an interactive platform among AGYW where they can get SRH information in accordance to Social Behavioural Change Communications principles, content dissemination strategy, and Tai Tanzania's values, mission, vision and objectives.

C. Scope & Modalities of Work

We advise this process to be approached in stages. You as a consultant are advised to propose what is deemed necessary to achieve the objectives. The following proposed activities are expected to be undertaken within a period of 3 weeks.

- 1) Design of SMS application
- 2) Development of SMS application
- 3) Testing SMS application
- 4) Launch of SMS

Tai Tanzania

Msikitini Street, House No. 48, Mikocheni B, Dar es Salaam Tanzania
Mobile: +255 712 818 562, +255 743300006, Email: info@tai.or.tz Web: www.tai.or.tz
Registered under The Non-Governmental Organization Act of 2002
Organization Registration Number 00NGO/009751

5) Monitoring and maintenance

D. Expected Deliverables

In line with the above proposed scope of work, it is expected that deliverables would encompass the following:

- First draft of SMS platform
- Final draft of SMS platform

E: Qualification and Experience

Qualification and Education

- University degree in IT, Communication or equivalent professional work experience in the communication area, combined with a University degree in a related field

Experience

- Minimum of 7 years of relevant experience with at least 5 years' work experience in Website designing, SMS platform development or related works
- Excellent communication (oral and written) and presentation skills
- Exceptional applicants with less years of experience are encouraged to apply.

Competency

- Theoretical and practical knowledge of SMS platform development and website designing
- Ability to explain ideas and concepts in a simple manner
- Proficient command of both English and Swahili

F. Criteria for Selection

1. Tai Tanzania will use a combined scoring method, in which the technical proposal explaining consultant experience, approach and methodology for carrying out the required assignment and will be weighted at 100% Scoring for the technical proposal as follows:
 - Education: **10 points**
 - Relevance of Experience: **40 points**
 - Approach to completing the assignment: **50 points**
2. Detailed budget providing the cost of the consultant's services
3. Resume, curriculum vitae or bio
4. List of past clients for whom the most closely related work was conducted, indicating those who may serve as professional references with contact information

G. Submission

Send your letter of interest and CV to email: joinus@tai.or.tz and for further questions or inquiry contact Human Resource Manager through +255(0)743 300 006. When submitting your applicant make sure the subject on the email state: **“Application for USSD Platform Consultant.”** The deadline for this application is **24th December, 2020.**

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