



Synchronizing communication ideas for development

Consultancy • Audiovisual & print tools • Strategy design & review

Terms of Reference

Ideosync Media Combine is a not for profit organization based in the national capital region. Ideosync works on Communication for Social Change, Media Rights and freedoms and Community Media. As part of our work we engage in designing, developing and producing behaviour change communication materials through a rigorous process of community participation, pre testing and formative research. A large part of our work also involves training and capacity building of different stakeholders and local organisations for integrating innovative information, advocacy and communication strategies into their core development activities. Ideosync is undertaking several projects that require qualitative and quantitative research inputs. In principle, an innovative initiative piloting a combination of development communication models for content creation and dissemination with community radio broadcasting through localized content creation is being implemented. Ideosync is putting together an ethnographic action research methodology to study the outcomes of the initiative. The research Design, and the qualitative data collection and Analysis will be undertaken , by the Research Associate. Ideosync will be working with and through partners in all the geographical areas of project implementation.

Key Tasks for Research Associate:

Working principally with and under the advice and direction of Ideosync's Director of Projects, the Research Associate will be expected to complete specific deliverables during the period of the contract. These will include the following:

- Understand the scope of all the research projects currently being undertaken by Ideosync, in particular the Ethnographic Action Research initiative for Community Radio
- Develop an overall research design with key research questions and detail the methodology
- Design and finalize all research tools and research training modules for the reporter researchers at each Community Radio stations
- Travel to the field to collect research data primarily for qualitative research and to train implementing partners and local research teams in writing regular materials like field notes and diaries that will be part of on going ethnographic action research
- Collate and analyze data generated through out the initiative
- Carry out coding and analyses of the field notes and diaries as well of the feedback questionnaires administered for all the research projects

- Analyze the qualitative data using appropriate research analysis tools like SPSS; Atlas Ti or NVIVO
- Generate a detailed analysis and research reports to reflect the findings of the research activities
- Undertake any other adhoc research related tasks that may be assigned
- Undertake proposal writing and any other research based resource mobilization activity for Ideosync that senior supervisors assign or design parallel research components to existing initiatives

Qualification, skills and experience required:

The incumbent shall have the following profile:

- Be a trained researcher and research analyst
- Have at least two year prior experience in designing research, collating and analyzing data
- Have a good style and proficiency in writing research reports
- Must have a good understanding of the both qualitative and quantitative research practices and tools including SPSS and NVIVO or ATLAS Ti
- Have an in-depth understanding of ethnographic action research techniques and analysis
- Be able to develop research tools to suit the aims and objectives of a research project
- Be able to codify and analyze data generated from a research process
- Be able to follow research protocol and collect data from the field by undertaking FGDs and interviews and implementing questionnaires
- Be able to work as part of a team, with problem solving skills and with the capacity to think independently and creatively in order to address the needs of the project

Time frame and schedule of Payment

The incumbent will be given a one year contract with an initial three month probation period. There is possibility of an extension after the yearly performance review based on the quality of work. Payment will be made by cheque directly to the account of the incumbent not more than once per month within the first week of the following month.

Language:

English (primary); Hindi (good speaking skills and working knowledge important, Hindi typing will be an added asset)
