

## **Terms of Reference**

### **MEDIA ANALYST**

#### **Background:**

ODIHR is the leading agency in Europe in the field of election observation. It co-ordinates and organizes the deployment of several observation missions with thousands of observers every year to assess the compliance of elections in OSCE participating States in line with OSCE commitments, other international standards for democratic elections and national legislation. Its unique methodology provides an in-depth insight into all elements of an electoral process, and permits to make concrete recommendations to further improve electoral processes. Further details of the organization can be found at [www.osce.org/odihr](http://www.osce.org/odihr).

#### **Objective:**

Under the guidance of the Head of Mission (HoM) and in close co-ordination with the Deputy Head of Mission (DHoM) and the ODIHR Election Department, the Media Analyst monitors and assesses the performance of the private and public electronic and print media as well as social media during the election process in line with OSCE commitments, other international standards for democratic elections and national legislation.

#### **Main tasks:<sup>1</sup>**

##### Media Expertise

- Acquire detailed knowledge of the election law and all other relevant legislation and regulations;
- Acquire detailed knowledge of media laws and related regulations and legislation;
- Acquire detailed knowledge of the media situation in the country;
- Acquire knowledge of the political and electoral situation in the country;
- Become familiar with the ODIHR election observation methodology reflected in the relevant ODIHR publications;
- Acquire knowledge of OSCE commitments and other international standards for democratic elections; and
- Establish and maintain contact with the main electronic and print media as well as media regulatory bodies in the country throughout the election period.

##### Media Issues

- Provide a qualitative and quantitative analysis of the performance and content of the electronic and print media during the election process;
- Monitor the activities of the main electronic and print media to verify their compliance in line with OSCE commitments, other international standards for democratic elections and national legislation during the election campaign;
- Assess whether media provide sufficiently diverse and balanced information to enable voters to make informed choices;
- Assess the extent to which parties and candidates have equal access to the media in accordance with OSCE commitments and other international and regional standards and principles;
- Monitor whether the media, and in particular the state or public media, meet their responsibilities to provide balanced and neutral coverage of the electoral process;
- Analyze the impartiality, fairness, accuracy and effectiveness of the media's coverage of the elections;
- Analyze media, including coverage of women, women candidates and women participation in elections, as appropriate; and
- Follow the election-related work of any media regulatory bodies and any election-related disputes concerning the media.

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<sup>1</sup> These apply to all types of ODIHR observation related activities (Election Observation Missions, Limited Election Observation Missions, Election Assessment Missions, and Election Expert Teams). Some of the tasks, however, particularly due to the absence of long and short-term observers, are not applicable to Limited Election Observation Missions, Election Assessment Missions and/or Election Expert Teams.

### Gender Issues

- Analyze women's participation in the elections in area of responsibility whenever the mission core team does not include a dedicated analyst for women's participation in the electoral process. When the core team includes a gender analyst, assist him/her to collect information on women's participation in area of responsibility.

### National Minority Issues

- Analyze national minority participation in the elections in area of responsibility whenever the mission core team does not include a dedicated analyst for national minority participation in the electoral process. When the core team includes such an analyst, assist him/her to collect information on national minority participation in area of responsibility.

### Management

- Recruit, train and oversee a team of local media monitors (if applicable).

### Advisory Role

- Prepare briefing materials, talking points on the performance of the media during the election campaign as requested by the HoM or DHoM; and
- Provide advice to the HoM on media-related issues as required;

### Supporting and Managing Role

- Work closely with the Long-term Observer (LTO) Co-ordinator to ensure that LTOs are provided guidance to effectively monitor the performance of local and regional media;
- Prepare and distribute relevant information on the media situation in connection with the elections, and any press reporting on the mission;
- Prepare a daily news summary and reports on media issues as requested;
- Fully support the activity of core-team members, LTOs and short-term observers (STOs) during the course of their work; respond to their inquiries and follow up on their observations with the relevant authorities;
- Support the activity of the mission and of the international observers in any other aspect that is required;
- Participate in briefings for observers seconded by participating States, locally recruited observers, parliamentary observers, and diplomats as required;
- Undertake any public affairs duties as requested by the HoM;
- Where relevant, organize interviews for the HoM;
- Participate in selection of support staff to core team members according to the established procedures; and
- Manage Senior Media Assistant and Media Monitors, including certifying and evaluating the results of their work.

### Reporting

- Prepare reports on the performance of the media and the media situation as requested by the HoM or DHoM;
- Contribute to all mission reporting (Interim Reports, Statement of Preliminary Findings and Conclusions ("Preliminary Statement"), and Final Report) and formulate recommendations as required for inclusion in the Final Report before leaving the mission area; and
- Ensure that all media monitoring data and recording is transferred to hard disk or similar storage device for transport and storage in ODIHR Warsaw.

### **Requirements:**

- University degree in information and communication, journalism, international relations, law, political science, social science, or related field;
- Four years of relevant professional work experience at the national or international level with some experience in monitoring the conduct of media during election processes;
- Excellent knowledge of the ODIHR methodology for media monitoring during election campaigns;
- Excellent analytical and drafting skills;
- Demonstrated ability to work under pressure in a sensitive political environment;
- Ability to manage and co-ordinate the work of others;
- Demonstrated ability to work as a member of a team composed of individuals of different cultural and political backgrounds, while maintaining impartiality and objectivity;

- Computer literate; familiarity with word-processing, excel and access;
- Excellent written and oral communication skills in English with knowledge of election-related terminology. Knowledge of local language(s) is an asset;
- Demonstrated gender awareness and sensitivity, and an ability to integrate a gender perspective into tasks and activities; and
- Remain available for consultation (by phone or email) until the Final Report is published.

**Deliverables:**

- Daily news summary;
- Quantitative and qualitative results of the media monitoring;
- Relevant input to Draft Interim Reports, Preliminary Statement, Final Report, LTO Guidebook, and STO Guidebook (if applicable);
- Participation in recruitment of support staff to core team, including preparing and signing the interview report; and
- Certification and evaluation of work performed by support staff under direct supervision.