BBC Media Action is seeking a creative production company to produce 9 radio and TV Public Service Announcements (PSAs) in Amharic and Tigrigna for a mental health awareness campaign targeting youth and women in Addis Ababa, Amhara, and Tigray.

- Posted Date: Wednesday 02nd, September 2026 (2 months ago)
- Closing Date: Friday 11th, September 2026 5:00 pm (closed)
- Bid Bond:
- Location:Addis Ababa
- Bid Document Price:
- Bid Opening Date: Tuesday 30th, November -0001 12:00 am
- Category: Marketing and Promotion Services/

Terms of Reference

Tile: Hiring Creative Production Company

Date: 08-27-2026

Background: TV

BBC Media Action is producing an important mental health awareness campaign in Addis Ababa Amhara and Tigray regions with funding from the Spanish Agency for international Development, AECID. The production of Awareness Materials on Mental health aims to respond to the deep-rooted stigma around mental health in conflict affected regions particularly among youth and women.

Purpose:

BBC Media Action is looking to hire a creative production company to produce 9 radio and Tv PSAs in Amharic and Tigrigna languages. The PSA messages should be designed for radio broadcast and adhere to broadcast quality of BBC Media Action standards. Each PSA should not exceed 60 seconds in length,

Scope:

The production company will collaborate closely with BBC Media Action team to fulfill the following main responsibilities:

- Alignment: Attend a meeting with the team to understand the communication objectives. Target audience.

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- Script Development: Based on the communication framework provided by BBC Media Action, draft scripts in English and translate it into Amharic and Tigrigna Incorporate feedback from BBC team and ensure the accuracy of signed off scripts before recording
- Studio Recording and Production: Voice casting and recording scripts with broadcast sound quality.
- Post-Production: Edit recorded PASS and soundbites.
- Produce Amharic and Tigrigna versions: Deliver PASS in Amharic and Tigrigna versions.

Deliverables

1. Three Tigrigna scripts
2. Six Amharic scripts
3. Three edited audio PSAs in Tigrigna
4. Six edited PSAs in Amharic

All edited PSAs should be submitted to the team as a project file for final editing and mastering.

Duration

September 2026 to Nov 2026.

Require Knowledge, Skills and experience

- Strong ability to translate behavior change concepts into audio PSA scripts with accuracy and cultural relevance.
- Expertise in producing radio PSAs that meet BBC standards, tailored to Amharic and Tigrigna, audiences.
- Experience in voice casting and audio recording and audio production.
- Excellent organizational and time management skills. with keen attention to detail and the ability to meet deadlines.
- Proactive and self-driven, with the ability to take Initiative and work independently.

Competence

The following competencies (behaviors and characteristics) are essential to this job. Successful production companies/bidders are expected to demonstrate these competencies through out the assignment

- Imagination/Creative-Ability to transform creative ideas into practical reality.
- Well planned and organized-Is efficient and prioritizes and plans activities considering all the relevant issues and factors such as deadlines.
- Resilience-Can managing emotions in the face of pressure and demonstrate commitment, motivation and energy.
- Influencing and Persuading- Ability to present sound and well-reasoned arguments to convince others in a way that results in agreement or behavior change.
- Communication-The ability to get one's message understood clearly by adopting a range of styles, tools and techniques appropriate to the audience and the nature of the

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information.
- Managing relationships- Able to build and maintain effective working relationships with a different people.

Intellectual Property

All outputs produced in this action remain the property of BBC Media Action, who have exclusive rights over their use.

Application Procedure

Applicants are required to submit the following:

- Curriculum vitae (CV) or relevant qualifications and work experience.
- Separate technical and financial proposal for TV and Radio PSAS.
- Legal documents including licenses and VAT registration
- At least three SBCC work samples

Terms of Payment

- Payment
  - 30% upon delivering Three Tigrigna and Six Amharic Scripts.
  - 70% upon the delivery of the assignment.

Deadline for applications

Kindly submit your Proposal not later than 11 September 2026 to logs@et.bbcmediaaction.org

Please use the following table for your financial proposal

No	Item	Quantity	Unit cost in ETB	Total price
1	Script development Amharic			
2	Script development in Tigrigna			
3	Voiceover actor fee			
4	Editing and postproduction			
5	Please describe any relevant costs			

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