

DINOVATE

Terms of Reference — Research Coordinator (Formative Research)

Formative research for a drama series on substance abuse, family, and recovery · Lagos, Nigeria

Organisation	Dinovate
Contract type	Short-term consultancy / fixed-term field engagement
Duty station	Lagos, Nigeria

1. Background and Context

Dinovate is a strategic communications and creative studio that uses storytelling to drive social and behavioural change. Working with development institutions and communities across Africa, Dinovate has produced multimedia stories and campaigns and reached more than a million people through Social and Behavioural Change Communication (SBCC) campaigns.

Dinovate is currently developing a drama series addressing mental health, substance abuse, family silence, and help-seeking behaviour, to be set in Lagos. Consistent with Dinovate's community-grounded approach, the drama is to be preceded by systematic formative research into the target audience — their language, values, media habits, and the real texture of how families experience substance use.

Dinovate is therefore seeking to engage a Field Research Coordinator to lead and deliver this formative research in Lagos over an approximately eight-week window. The Coordinator carries single-point responsibility for the assignment, delivering the complete body of work to the standards set out below. The work is governed by research ethics clearance and by Dinovate's data protection and safeguarding protocols. Because the research engages a vulnerable population — people affected by substance use and their families — the standard of ethical conduct required of the Coordinator and everyone they engage is exacting and non-negotiable.

2. Purpose of the Assignment

The purpose of this assignment is to plan, execute, and document the formative research to a standard sufficient to (a) define and segment the target audience, (b) identify the cultural and educational issues the drama must address, (c) surface the community values and vocabulary from which the drama's characters and storylines are built, and (d) produce a verbatim, ethically-handled evidence base against which the authenticity of the drama can subsequently be assessed.

The Coordinator will deliver four field instruments and their supporting analysis:

- Focus Group Discussions — 8 segmented groups
- Key Informant Interviews — 12 to 18 interviews with clinical, service, faith, regulatory, and community informants
- Narrative Interviews — 6 to 8 in-depth, minimally-structured lived-experience accounts
- Audience Segmentation and Baseline Survey — 200 to 250 respondents across four Lagos LGAs

Full instrument specifications, sampling frames, consent scripts, and the distress and referral protocols are contained in the Formative Research Instrument Pack, which forms an annex to this Terms of Reference and will be provided to the appointed Coordinator.

3. Scope of Work

The Coordinator is responsible for the full lifecycle of the formative research, from pre-field preparation through to the delivery of a coded, analysis-ready dataset and a comprehensive formative research report. The Coordinator will be responsible for delivering the following activities:

- Pre-field preparation: Review and familiarize themselves with the Formative Research Instrument Pack; translate and back-translate research instruments into Yoruba and Nigerian Pidgin where required; pre-test survey instruments and refine them based on findings; recruit participants through appropriate gatekeepers; develop a fieldwork plan and ensure all ethical, safeguarding, and logistical requirements are in place before data collection begins.
- Participant recruitment and stakeholder engagement: Identify, recruit, and coordinate participants across all Focus Group Discussion segments, Key Informant Interview categories, Narrative Interview participants, and survey respondents, ensuring appropriate representation and adherence to the approved sampling strategy.
- Data collection: Conduct and moderate Focus Group Discussions, Key Informant Interviews, and Narrative Interviews, and administer the audience segmentation and baseline survey in participants' preferred language, ensuring adherence to approved research protocols and ethical standards throughout the assignment.
- Transcription and translation: Prepare full verbatim transcripts of all recorded interviews and discussions, including parallel translations where interviews are conducted in Yoruba or Nigerian Pidgin, ensuring fidelity to participants' original language and meaning.
- Data management and analysis: Organize and clean qualitative and quantitative datasets; undertake thematic coding of qualitative data, descriptive analysis of survey findings, complete the values extraction worksheet, and synthesize findings into clear, evidence-based insights to inform script development.
- Documentation, reporting, and quality assurance: Maintain complete and accurate field documentation, including the fieldwork incident register; ensure compliance with safeguarding, confidentiality, and distress protocols; coordinate with the Clinical Supervisor where participant welfare concerns arise; prepare and submit all required deliverables, including transcripts, datasets, analysis outputs, and the final formative research report.
- Communication and coordination: Serve as the primary point of contact with Dinovate throughout the assignment, providing regular progress updates, participating in scheduled check-ins, and responding promptly to requests for clarification or additional information..

4. Deliverables

All deliverables are the Coordinator's responsibility and are submitted by the Coordinator to Dinovate. They are the basis for acceptance of the work and for milestone payment.

#	Deliverable	Due
1	Inception: fieldwork plan, recruitment tracker, and translated instruments	End W4
2	Survey pre-test report and revised instrument	End W4
3	8 completed FGDs with recordings and field notes	W5–W8
4	12–18 completed KIIs with recordings and notes	W5–W8
5	6–8 narrative interviews, fully transcribed	W6–W8
6	Completed survey dataset (200–250), quota-filled and cleaned	End W7
7	Full verbatim transcripts and translations of all qualitative data	Rolling; complete W9

#	Deliverable	Due
8	Thematic coding output and completed values extraction worksheet	W10
9	Formative research report (draft) and fieldwork incident register	End W10

4.1 Duration and timeline

The assignment runs across approximately eight weeks of active engagement, indicatively Weeks 3–8 of the project schedule. The Coordinator is engaged for the full window; the survey is a short intensive burst within it, and transcription runs continuously to the end

4.2 Reporting

- The Coordinator reports directly to Dinovate’s Research Lead and holds a standing check-in at least twice weekly during active fieldwork.

5. Coordinator — Required Qualifications

- Postgraduate degree in the social sciences, public health, communication, or a related field.
- At least five years leading qualitative field research, including on sensitive or health-related topics.
- Proven skill in in-depth and narrative interviewing, and in thematic analysis.
- Demonstrated experience leading qualitative or mixed-methods research assignments from planning through reporting.
- Fluency in English and in at least one of Yoruba or Nigerian Pidgin.
- Familiarity with Lagos communities across class lines and the ability to build rapid, respectful rapport.
- Desirable: prior work on substance use, mental health, or family-focused research; familiarity with media, communication, or behaviour-change research.

6. Ethical and Safeguarding Requirements

These are binding conditions of engagement, not guidance, and they apply to the Coordinator and to every person the Coordinator engages. They are set by Dinovate and are not within the Coordinator’s discretion. The research concerns a vulnerable population, and the participants’ safety and the integrity of the work depend on a single, uniform standard.

- Ethics clearance. No fieldwork begins before research ethics clearance is confirmed. All work stays within the approved protocol without deviation.
- Mandatory training. Everyone who will contact participants completes the safeguarding and distress-protocol training before any such contact.
- Informed consent. The approved consent script is read verbatim, in the participant’s preferred language, before any recording. Participation is voluntary and may be withdrawn at any time without consequence.
- Distress protocol. The stepped distress protocol is followed exactly whenever a participant becomes distressed — it is not a matter of individual judgement. Referral cards are carried at all times and given to every participant.
- Confidentiality and data protection. All data is pseudonymised, held securely under the Dinovate data protocol, and never shared with any commercial, platform, or production partner. Identifying keys are surrendered to Dinovate; the Coordinator retains no participant data after handover.
- No dramatised use of raw accounts. Transcripts and identifiable individual accounts are never passed to the story room. Only analysed patterns, vocabulary, and structure inform the drama.
- Coordinator wellbeing. Anyone conducting narrative or sensitive interviews is debriefed with the Clinical Supervisor within 24 hours.

- Safeguarding disclosures. Any disclosure of imminent risk to a participant or another person is escalated per protocol; the limits of confidentiality are disclosed to participants up front.

7. Remuneration and Contractual Terms

- The Coordinator will be engaged under a consultancy agreement with Dinovate. Payment will be linked to agreed deliverables and milestones.
- Milestone payments. Payment is tied to the deliverables — typically an inception tranche on acceptance of deliverables 1–2, an interim tranche at the close of fieldwork, and a final tranche on acceptance of the coded data and report.
- Contract. A single consultancy contract issued by Dinovate to the Coordinator, incorporating this Terms of Reference, the confidentiality and safeguarding undertaking, and the data protocol, and requiring the Coordinator to bind whomever they work with to the same undertakings.
- Equipment. Recording devices and survey tablets are provided by Dinovate.

8. Selection and Application

Candidates are assessed on their own capability and on quality of proposed methodology and work plan.

Criterion	Weight	Assessed via
Coordinator’s qualifications and field-leadership experience	30%	CV, references
Demonstrated interviewing skill and thematic-analysis capability	25%	Interview; short practical exercise
Safeguarding judgement on sensitive material	20%	Scenario question at interview
Quality of proposed methodology, work plan, and budget	15%	Written proposal
Language competence for the segments	10%	Interview (in part in Yoruba/Pidgin)

8.1 How to apply

Interested candidates should submit:

1. A curriculum vitae detailing relevant field-research leadership experience.
2. A technical and financial proposal outlining how they would approach and deliver the assignment
3. Contact details for two professional references.

Applications should be sent to recruitment@dinovate.com, marked “**Research Coordinator**” in the subject line. Dinovate is an equal-opportunity engager and encourages applications from women and from candidates with lived or community proximity to the issues the research addresses, provided appropriate support and boundaries are in place.