

Volunteer Recruitment: Data Enumerator (Youth-Led Media Monitoring)

Project Name: Shomotay Tarunno

Research Initiative: Media-Reinforced Gender Stereotypes in Bangladesh

Organization: JAAGO Foundation Trust & Plan International Bangladesh

Technical Partner: South Asian Centre for Media in Development (SACMID)

Supported by: Embassy of the Kingdom of the Netherlands in Bangladesh)

Volunteer Requirement

Multiple (2 person- 1 male - 1 female per district across 8 divisions)

Job Location

Across all 64 districts under the 8 administrative divisions of Bangladesh (Dhaka, Khulna, Rangpur, Barishal, Chattogram, Sylhet, Mymensingh, and Rajshahi).
(Preference will be given to candidates residing in respective districts.)

Assignment Type: (Short-term Assignment)

Contract Duration

May 2026 – July 2026 (5 weeks of active data collection; in person training will be provided prior to deployment)

Job Context

JAAGO Foundation Trust, in partnership with Plan International Bangladesh and South Asia Center for Media in Development (SACMID), is implementing a youth-led media monitoring research initiative under the Shomotay Tarunno Project.

The initiative will assess gender representation across national and local newspapers, television news, advertisements, and digital platforms using a standardized **Youth-Led Media Scorecard**.

We are seeking motivated and detail-oriented **Data Enumerators (Youth Coders)** to collect, code, and enter media content data during the 2026 monitoring cycle (May – July 2026).

The Selected Data Collectors will-

- Participate in a 1-day divisional training (mandatory)



- Monitor and code media content (print, online, TV news, advertisements, social media posts) using a structured coding framework.
- Record data on:
 - Gender representation (men, women)
 - Sources quoted and their roles
 - Stereotype reinforcement vs. challenge
 - Voice, agency, and portrayal
 - Advertisement framing and engagement trends
 - Negative gender stereotype
 - Positive gender narratives and counter-stereotypical representation
- Enter data accurately into a shared digital database (Excel or designated platform).
- Upload daily entries and maintain data quality standards.
- Ensure strict confidentiality and ethical compliance.
- Coordinate with divisional supervisors and participate in verification checks.
- Support inter-coder reliability testing processes.

Educational Requirements

- Undergraduate or graduate students who are interested in research work (preferably in Media Studies, Journalism, Development Studies, Social Sciences, Gender Studies, or related disciplines).
- Recent graduates are also encouraged to apply.

Experience Requirements

- Prior experience in data collection, research assistance, content analysis, or media monitoring will be an advantage (freshers are also encouraged to apply).
- Familiarity with Excel/Google Sheets.
- Understanding of gender equality concepts and media representation is preferred.
- Experience in NGO/CSO/youth volunteer networks will be considered positively.

Additional Requirements



Kingdom of the Netherlands



- Strong analytical and observation skills.
- Ability to work independently and meet deadlines.
- Access to smartphone/laptop and internet connection.
- Willingness to review sensitive content (e.g., GBV-related news).
- Commitment to neutrality and accuracy in coding.

Remuneration

- Competitive honorarium based on assignment duration.
- Opportunity to contribute to a national-level research publication and advocacy initiative.
- Experience letter.

Application Procedure

Interested candidates are requested to apply through this google form:

- <https://forms.gle/FpipDebrJCWdAAAR6>

Application Deadline: 29th March, 2026

Only shortlisted candidates will be contacted for training and onboarding.