Terms of Reference
for
Communication and Outreach Coordinator

1. BACKGROUND

Thomson Media supports journalists and media organisations worldwide often in challenging and emerging economies. Our work promotes ethical reporting and ensures independent, trusted sustainable media businesses developments. Thomson currently implements several media support programmes in the regions of Western Balkans and Central and Eastern Europe. Focus of Thomson's work is to provide a guidance to media outlets for sustainable development and operation through business mentorship, testing and implementing new and innovative business modalities, supporting media to attract and engage new and underrepresented media audience(s) including young, female, minority groups and diaspora.

Thomson Media is seeking a **Communication and Outreach Coordinator** to support the implementation of MediaMatch Europe: Matching Fund and Scale-Up Accelerator for Independent Media (MME) and to work closely with the wider project team and consortium partners.

ABOUT THE PROJECT

MediaMatch Europe: Matching Fund and Scale-Up Accelerator for Independent Media (MME) is a 24-month project expected to start in November 2026. It aims to increase the resilience and financial sustainability of independent and professional newsrooms across Europe by strengthening their fundraising efforts, upskilling their staff to implement audience-based revenue strategies, and supporting the introduction of new income streams during and beyond the project period. The project will be implemented by a consortium led by Germany-based Thomson Media, together with the Center for Sustainable Media (Hungary) and Médianes (France).
MediaMatch Europe will introduce an innovative Matching Fund mechanism and provide financial and technical support to up to 41 newsrooms in 16 countries across Western Europe, Central Europe and the Western Balkans. In addition to financial support, the project will provide technical assistance and capacity development to help participating newsrooms strengthen fundraising, audience-based revenue strategies and financial sustainability. A public awareness campaign will promote the importance of independent journalism and citizen participation in sustaining free and pluralistic media as a pillar of European democracy.

2. SCOPE OF WORK

Main Tasks and ResponsibilitiesMain Tasks and Responsibilities

The Communication and Outreach Coordinator will work closely with the entire Thomson team, and in particular with the Project Manager and Fund Coordinator, on the following activities:

General communication and outreach

- Supporting the Thomson programme team, project partners and engaged experts to effectively promote joint work with media and make its impact visible.
- Developing communication plans for project programmes and their promotion.
- Working with partners on the MME visual identity and brand (logo, templates, key messages, tone of voice), and ensuring its consistent use across all channels and partners.
- Evaluating and approving social media editorials, designs and promotional content submitted by external partners prior to publication.
- Evaluating and approving promotional campaigns prepared by partners and vendors.
- Establishing and maintaining cooperation with regional and international media outlets and NGOs as potential partners.
- Ensuring compliance with EU visibility and Creative Europe communication requirements (EU emblem, funding acknowledgement, disclaimers) in all project materials.
- Regularly reporting to the Thomson team and partners on social media activities and content promotion on Journalift.
- Regularly preparing and publishing articles, social media content and other communication materials in line with the communication plan, in coordination with the Project Manager and Fund Coordinator.
- Setting up and tracking communication KPIs (reach, engagement, call applications by source, media coverage), and contributing to project progress and impact reports.
- Monitoring media and public discourse relevant to the project, and flagging reputational risks or sensitive issues to the Project Manager.

3. KEY DELIVERABLES

- Communication & Dissemination Plan, including key messages, channels, content calendar and communication KPIs (within the first month of engagement)
- MME visibility guidelines and branded templates, co-developed with partners and compliant with EU visibility rules (before launch of the first cycle calls)
- Outreach and promotion package for 2 open calls , including a partner toolkit and mapping of target media, NGOs and networks (at each call launch)
- Success stories and case studies of supported outlets, plus advocacy materials (factsheet, one-pagers, presentation) for potential co-funders (ongoing, set per campaign cycle)
- Quarterly communication reports (activities, reach, engagement, KPIs), with input to the project's interim and final impact reports (quarterly)

4. EXPERIENCE

Education: Postgraduate degree in the field of communication, media, international development, social sciences, and other related relevant fields.

Professional Experience:

- Sound understanding of the media and communication sector in the Central Europe
- Working experience in international and/or donor organizations and multicultural environment,
- Participating in multi-layered projects handling several activities with overlapping timelines,

- 3 to 5 years of relevant working experience in the field of IT, digital technologies, journalism, marketing, communications or a related field,
- High familiarity about content management systems, online learning tools and content distribution
- Working experience in internal communications and communication in niche communities
- Working experience in the field of media development preferred

Other skills:

- Speaking, reading, and writing proficiency in English,
- Excellent presentation, oral and writing communication skills, with strong interpersonal and cross-cultural communication skills,
- Proficiency in digital communication tools, social media management platforms, content management systems, and basic graphic design tools,
- Highly collaborative working style, a team player who communicates well across all levels of the organization,
- Strong organizational skills, problem-solving, proactive, can-do-it attitude and ability to get things done,
- Ability to adjust to changes in priorities in a deadline-driven environment,
- Creative, proactive, and solution-oriented approach to communication challenges
- Ability to adapt communication approaches to different audiences and changing project priorities.

5. DURATION OF ASSIGNMENT

The assignment is expected to cover the 24-month project implementation period beginning in November 2026. The level of effort may vary during the project, with more intensive periods expected around the preparation and closing of calls, beneficiary selection and contracting, fundraising verification, payment processing and final closure.

6. LOCATION

Candidate should be based in one of CREA countries in Western Europe, Central Europe and the Western Balkans. Travel may be required based on project needs and will be planned in advance with the Thomson Media project team.

The detailed work schedule, level of effort, reporting arrangements and payment terms will be agreed with Thomson Media and defined in the contract.

7. APPLICATION PROCESS

Interested candidates should submit their resume, cover letter and offer to jobs(at)thomsonfoundation.org by **23.11.2026** with Subject: *MME Comms coordinator application.*

8. REVIEW AND AMENDMENTS

These Terms of Reference may be reviewed and amended as needed to meet the evolving needs of the project and organization.