

Request for Application (RfA)

Capacity Building Trainers and Experts

The Thomson Foundation (TF) is seeking to hire trainers and experts for different areas of capacity building support to media outlets within the 'Media for All - Supporting Greater Media Independence in the Western Balkans' project.

About the Project

The aim of this CSSF funded media freedom programme is to develop and strengthen the editorial independence and business operation of the media, enabling them to provide citizens more effectively with a more diverse range of media content, and thus to encourage open, informed and active discussion amongst target audiences in the six Western Balkans countries.

The main beneficiaries of this are media outlets and those working within the media sphere (e.g., editors), but the programme will contribute to an impact focused on increasing citizen's engagement with a wider range of media, and potentially (over the longer term) increasing levels of trust in media which demonstrate more balanced editorial policies.

This project is ongoing from April 2020 until June 2022 and it operates across the six Western Balkans countries (Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia and Serbia). It is implemented by a consortium consisting of the British Council (lead partner), Thomson Foundation, BIRN and INTRAC.

About Capacity Building

The key findings of the capacity building assessment of 59 media outlets that took part in the mentoring phase of the Accelerator program - has shown that the differences among media outlets are huge, concerning their financial state, number of people and resources, number of platforms as distribution channels for publishing content and having, in some cases, radically different capacity building needs.

Media outlets, mostly being owned or led by staff with the journalistic background, prioritize content over business development. Newsroom processes, importance of workflows and managing people and production resources well, are not recognised as advantages which would, if implemented properly, solve or at least minimise many detected issues and help them organize better, create better working conditions and produce more original content with multimedia, that they all lack.

Media outlets are mostly familiar with their current or targeted audiences, where and how to attract them while building stronger connections with them. How to format content, skills that are needed for producing it with new technologies that are at reach, means that most of them are still not aware of the importance of producing and distributing content in a digital environment.

Based on the findings of the assessment, capacity building for media outlets participating in business development grant support scheme - should be provided in the areas given below.

Thomson Foundation is seeking to hire experts and trainers for these capacity building areas:

- 1. Web/content/audience analytics and data procession (Google Analytics and other tools)**
- 2. Content strategy and community management**

3. **Marketing and sales**
4. **Editorial management**
5. **Newsroom integration**
6. **Multimedia content production specially related to:**
 - **Mobile journalism (MoJo)**
 - **Visual storytelling**
 - **Script writing**
 - **Filming and editing**
 - **Presentation (for TV and radio)**
 - **Audio and/or video podcast production**
 - **Data visualisation**
 - **Graphics creation**
 - **Creation of documentary formats**
7. **Solution / constructive journalism**
8. **Media literacy**
9. **Fake news detection**
10. **Strategic use and implementation of e-payment systems for media outlets**

Experts and trainers for these areas will be led by the Key Capacity Building Expert of the Business Development support scheme within the ‘Media for All’ project. They will jointly work and plan their activities based on the individual capacity building plans for each media outlet specifically.

For the above-mentioned areas, experts and trainers will provide support to media outlets through:

- **Group trainings** (for a group of media outlets or a specific profile of media workers within one capacity building area)
- **Individual trainings and / or mentorship** (separate trainings for one media outlet within a specific area, or mentorship and consultancy for individuals)
- **Production of educational resources** (online resources that will be published on the web platform for media outlets in Western Balkans)

All these capacity building interventions will be implemented from March 2021 to March 2022.

SCOPE OF WORK

Main Tasks and Responsibilities

The main tasks of experts and trainers for the above stated capacity building areas will be:

- Regular communication with Key CB Expert and TF WB staff

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- To be introduced to Capacity Building Baseline report and the resource documents of the media outlets with whom they will be working (Business plans and other supporting documents)
- Participate in creation of individual capacity building plans for each media outlet under the coordination of the Key CB Expert
- Produce training materials such as: training / workshop plans, training materials etc.
- Organize and hold training sessions / workshops or mentoring / consulting sessions to media outlets (in groups or individually)
- Participate in monitoring activities such as: ensuring that participants have filled out attendance lists, participate in design of questionnaires to collect participants' feedback, participate in designing a monitoring system that will track if the participants gained and applied new skills and knowledge throughout the project and etc.
- Report to Key CB Expert and Thomson Foundation's Balkans Programme Manager and Media Support and MEL Coordinator - through a reporting system that will be defined (online forms or written reports delivered on a bi-weekly / monthly or quarterly basis)
- Produce educational resource materials (short articles / blog posts about a certain area) that will be published on web platform for media outlets in WB

DELIVERABLES

- Training materials produced and delivered (agenda / plan, curricula, expected outcomes of the training etc.)
- Trainings and workshops delivered with all the verification materials submitted (attendance lists, print screens / photos etc.)
- Reports delivered within a previously defined format (online form or written reports with recommendations after trainings / workshops / mentoring)

REQUIREMENTS

Professional Experience:

- Professional experience in the media industry and on building internal capacities of media outlets and professionals;
- 5 years' experience in blended learning approach, online mentoring and remote mentoring work with clients in diverse sectors such as media, business, civil society, education, and / or public institutions;
- 5 - 7 years of professional experience in one or more capacity building areas that are listed above;
- Ability and willingness to work and provide trainings / mentoring online;
- Demonstrated innovative ideas and approaches would be an asset

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Education:

- Certification as trainer / educator / lecturer will be considered as an asset

Language and skills:

- Speaking, reading, and writing proficiency in English and one of the languages spoken in the WB region required;
- Excellent presentation, oral and writing communication skills, with strong interpersonal and cross-cultural communication skills;
- Reliable with high standards for perfection and attention to details;
- 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;
- Self-motivated, attentive, and always follow through.

REPORTING REQUIREMENTS

The Expert / trainer is obliged to report to the Key Capacity Building Expert and Thomson Foundation's Balkans Programme Manager and Media Support and MEL Coordinator.

At the end of each month, the expert will submit a timesheet for approval including the number of days spent and brief description of the activities and tasks performed as well as an invoice.

At the end of activity, the expert will report on the entire activity and its achievements and impact, following the template prepared by the TF.

The timing of deliverables and their detailed content will be agreed with the Key Capacity Building Expert and TF WB staff (Thomson Foundation's Balkans Programme Manager and Media Support and MEL Coordinator).

DURATION OF ASSIGNMENT

It is expected that the assignment will commence no later than the beginning of March 2021. The expert / trainer is expected to complete the assignment until March 2022.

APPLICATION

Interested applicants are kindly asked to submit:

- **CV**
- **Brief overview of experience in providing trainings and capacity building support to media outlets (one page max)**

To Jelena Ožegović, TF Media Support and MEL Coordinator, email:

jelenao@thomsonfoundation.org - not later than 20 February 2021 (midnight CEST).

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Issuing this Request for Application does not commit Thomson Foundation nor other members of the consortium, to select any applicant. Thomson Foundation also reserves the right to extend / change the duration of the assignment, its scope of work, deliverables or expected outcomes.

LOCATION

Not specified.