

Monday, 3rd July 2023

Terms of Reference

Project Title: Influencer 4 Peace

Project Description

The project “Influencer 4 Peace” focuses on fostering peace-building dialogues and empower young people while strengthening their capacities as "Influencer 4 Peace" in the coastal region of Kenya. Twelve young people are trained in the competencies of Media Information Literacy (MIL) and leadership and advocacy. Part of the objective is for participants to engage as role models, particularly on social media, and to pass on knowledge to their peers, especially in MIL. In direct contact with their communities, they sensitize others to recognize propaganda and disinformation. In this way, they engage in exchange and initiate dialogue so that young people can make informed decisions and become more resilient to radicalization.

For this project, DW Akademie is looking for a trainer based in Kenya to co-train the MIL module.

Main Tasks:

- Co-developing a 5-day Media Information Literacy (MIL) training module together with a DW Akademie trainer and Kenyan partner organisation
- Implementing a face-to-face MIL training module in Mombasa, Kenya
- Virtual mentoring of participating youth to develop, produce and distribute digital/social media formats

Scope of Work:

The number of contractual days will be up to 15 days. Exact number of days will be determined throughout the course of the project.

- 5 preparation days for MIL module training development
- 5 training days for f2f training implementation
- 5 preparation days for virtual mentoring

Time frame for service provision:

The overall implementation of the project runs from July - December 2023.

Provision of service has been planned and run most probably from July until November 2023.

Peak times for activities can be expected in August and September 2023.

MIL Trainer Requirements:

- University degree in journalism, communications, social science or related field
- Advanced work experience in media, communications, social science or related field
- Advanced professional experience in the development of MIL curricula
- Advanced knowledge of the media landscape in Kenya
- Advanced experience in media training
- Successful participation in the DW Akademie Train-the-Trainer qualification program or equivalent
- Fluent in English (verbal as well as written)
- Basic knowledge in other of the mentioned target countries' languages is appreciated.

Application

If you are interested, please send a short cover letter and CV to sina-kirana.soekarman@dw.com by **Monday, 10th July 2023**.

For any questions, please contact Sina-Kirana Soekarman at sina-kirana-soekarman@dw.com.