

Call to Tender

16th January 2024

Project Title: Media Viability Consultancy Training program 2024

Background

DW Akademie is Deutsche Welle's center for international media development, journalism training and knowledge transfer. Our projects strengthen the human right to freedom of expression and unhindered access to information. DW Akademie empowers people worldwide to make independent decisions based on reliable facts and constructive dialogue. DW Akademie is a strategic partner of the German Federal Ministry for Economic Cooperation and Development. We also receive funding from the Federal Foreign Office and the European Union and are active in more than 70 developing countries and emerging economies.

Project description

Media outlets in Kenya –just as everywhere else in the world– face enormous difficulties delivering quality reporting while staying financially afloat. Many of these challenges come in the wake of the digital transformation, which has disrupted traditional business models and changed media consumption habits. Small and medium media houses are particularly affected by these trends. However, they are key to the publics' access to information. DW Akademie therefore offers trainings to media houses in the field of Media Viability.

Scope of services

DW Akademie is looking for trainers in the field of media viability to deliver media viability training services to small and medium media houses in Kenya. The consultants are asked to offer trainings to up to eight media houses in 2024. Each media house will define individual training objectives, which will determine the scope of the training.

Profile of the consultants

The trainer should have a proven expertise in the following topical and methodological areas:

- Audience research and content prototyping
- Human Resources
- Digital trends and innovation
- Accounting
- Financial modelling
- Digital marketing
- Strategic communication
- Online facilitation of trainings/consultancies
- Organisational development and systemic consultancy
- The media landscape and small/medium media houses in Kenya
- DW Akademies' approach to Media Viability

Submission of application

Please submit your application including a letter of motivation, your CV and your daily fee by the 20th January 2024, only complete applications can be accepted. Please submit your application to: sina-kirana.soekarman@dw.com.