

## Terms of Reference: Scrollytelling Consultant

### Overview:

DW Akademie is currently seeking skilled experts to lead engaging consultancy processes tailored to the specific needs of media outlets in the Western Balkans. We invite qualified candidates with a strong background in scrollytelling consultancy to apply for this position.

### Scope of Work:

The selected consultants will:

1. Lead consultancy processes focused on scrollytelling techniques.
2. Customize sessions based on the specific needs of Western Balkan media outlets.
3. Deliver engaging and interactive sessions in English.
4. Simplify complex scrollytelling concepts for diverse participants with varying levels of experience.
5. Leverage a completed Training of Trainers (ToT) workshop by DW Akademie (preferred).

### Qualifications:

- Expertise in scrollytelling and consultancy.
- Proficiency in English (required).
- Completion of a ToT workshop by DW Akademie is advantageous.
- Excellent communication skills.
- Ability to work with participants of varying experience levels.

### Application Requirements:

Interested candidates should submit the following:

- A concise introduction.
- A 1–2-page CV, including full name, address, and phone number.
- A list of conducted workshops or consultancies, indicating place, duration, and target group.
- Status as individual freelancer or private entrepreneur, including essential details.
- Maximum working days estimate for 2024 and transparent fee-per-day breakdown.

### Deadline and Submission:

- Deadline: 17 June 2024 (17:00 CET).
- Proposals should be sent by email to:
  - Norbert Sinkovic at [norbert.sinkovic@dw.com](mailto:norbert.sinkovic@dw.com)
  - Klaus Dahmann at [klaus.dahmann@dw.com](mailto:klaus.dahmann@dw.com)