

Terms of Reference: Trainer(s) at the Media School Uzbekistan 26.06.2024

Position:	International Trainer(s)
Project Name:	Journalism of the Future: Media School Uzbekistan (2024 - 2026)
Location:	Tashkent / Tashkent region, Uzbekistan
Assignment period:	August – November 2024 (potential future assignments in 2025 and 2026)
Availability:	August – November 2024
Languages required:	Russian / English
Expected starting date:	in August 2024

I. Background:

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

DW Akademie, in partnership with our Tashkent-based partner Modern Journalism Development Center (MJDC), is implementing the project line Media School Uzbekistan, funded by BMZ. It aims at enhancing digital capacities and hands-on knowledge of Uzbek journalists and media managers. Media School Uzbekistan is a yearly 3-module capacity-building programme to train 12 journalists and 12 media managers. The trainers' pool presents a mixture of international and local experts. It takes place in September (3 days), October (3 days) and in November (4 days) each year in the Tashkent region, Uzbekistan.

II. Scope of work and Requirements

DW Akademie is currently looking for trainer(s) services for the Media school Uzbekistan from September to November 2024, 2025, and 2026 in the Tashkent region, Uzbekistan, with the following expertise:

• **Expert knowledge of digital journalism, in particular:**

Module 1: Role of digital journalism; Platforms for digital media; Impact of digital technologies on media; News journalism – writing news for digital media (teasers, SEO, fact-checking, interviewing); Planning in digital media; Working in CMS; Formats and genres; Ethics and legal aspect in digital media (copyrighting, confidentiality etc.). *4 working days, 3 preparation days.*

Module 2: Visual storytelling; Photo storytelling, using tools Exposure, Adobe Spark, Canva; Video storytelling and Cut techniques; Mobile journalism; Multimedia storytelling (infographics, platforms Readymag, Tilda, Exposure, using tools Canva, Piktochart, Infogram; Creating interactive content on online platforms. *5 working days, 3 preparation days.*

Module 3: SMM for journalists; Repackaging for social media; Writing posts; Content planning; Free apps for automatizing tasks in social media; AI tools; Mobile apps for live streaming; Content distribution and promotion; Digital analytics; Audience research and engagement; Work on projects – presentation of media products. *6 working days, 3 preparation days.*

• Expert knowledge of digital media management, in particular:

Module 1: Leadership and HR in digital journalism; Team management; Acquisition and maintaining talents; Strategic planning, KPI and other data analysis. *4 working days, 3 preparation days.*

Module 2: Social Media Management; Marketing (SEO, SEM etc.) and Effective content planning in social media; Financial Planning and Sustainable business models; Technologies and tools for effective financial management. *5 working days, 3 preparation days.*

Module 3: Sales in digital media; Revenues models (types of advertisement, paywalls, subscription, membership etc.) and revenues diversification; Management of digital newsrooms; Detecting target clients and markets; Building audience trust; Work on projects – presentation of business plans. *6 working days, 3 preparation days.*

Prerequisites /needed skills of all trainers

- Advanced knowledge of training methodologies with a significant trainee-centered approach.
- Long-term experience in facilitating trainings.
- Practical experience in digital journalism and digital media management.
- Excellent written and oral skills in Russian.
- Knowledge of the region and the media landscape.
- Intercultural competence.
- Availability to travel to Uzbekistan at the end of September, end of October and end of November.

III. Expected Services and Deliverables

- 20 working days in 2024, 2025, 2026 each for all modules and training sessions conducting in a tandem team with local trainers, in person in Tashkent region, Uzbekistan.
- 10 working days for online / asynchronous work with the participants of the Media School Uzbekistan on home assignments and planned projects.
- 18 preparation days in 2024, 2025, 2026 each for all modules to elaborate trainings' design and training matrices as well as training materials. Training matrix for each training module is to be elaborated together with the DW international consultants in August.
- Yearly Training report.

IV. How to apply

Interested applicants should please submit a proposal including the following:

- Curriculum Vitae (CV).
- Description of your previous experience and your motivation. Please also indicate, which modules and which training sessions you are applying for.
- Rate per day in EUR for a working day (includes per diem, local tax, insurance). DW Akademie covers travel costs and accommodation but not meals on the ground.
- Rate per day in EUR for a preparation day.

Offers in English should be submitted in one pdf by **July 14, 2024**, via e-mail to **dw-akademie.uzbekistan@dw.com**.

V. Payment

In return for the fulfilment by the Provider of its obligations under the contract, Deutsche Welle / DW Akademie undertakes to pay the Provider the amount in EUR as follows:

- 100% post-payment.
- Availability of a bank account that accepts money transfer in EUR is mandatory.
- Deutsche Welle will pay after the completion of all the deliverables upon presentation of final detailed invoice.
- Note that the exact number of days of your contract depends on the modules you apply for and receive the final assignment based on the tender results.