

Media Monitoring and Visibility Expert

Terms of Reference

Project description

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 (BMZ). We also receive funding from the Federal Foreign Office and the European Union and are active in approximately 70 developing countries and emerging economies.

Supported by the German Federal Foreign Office, DW Akademie with its partners is implementing a project in the Baltic states: *Baltic MIL: Embedding sustainability and visibility*.

Objective

DW Akademie is looking for a **Media Monitoring and Visibility Expert**, based in **Lithuania or Latvia** (up to 10 working days October-December 2024) to support our team.

Duties and Tasks

- You support the team with monitoring media development/current state of press freedom in Estonia, Latvia and Lithuania.
- You develop and contribute with communication materials for DW Akademie's social media and newsletters.
- You network with cooperation partners, stakeholders and other media development organisations.

Outputs:

- Regular media monitoring reports,
- Regular project visibility activities,
- Posts with pictures for social media channels.

Key skills

- Bachelor's or a higher degree in journalism, media or another relevant field of study, or equivalent experience.

- At least three years' professional experience in communication or public relations.
- Professional experience in the fields of freedom of expression, media development and journalism is desirable.
- Profound knowledge of the media landscape in the Baltics.
- Experience in promoting media and information literacy is an asset.
- Excellent analytical skills and ability to work independently and as an integral part of a team.
- Fluency in written and spoken English, and either Lithuanian or Latvian (German is an asset).

What we offer

- Work in a dynamic international team,
- Flexible working hours; working from home is possible (please note: DW Akademie does not have an office in the Baltics),

Special conditions

- Contract period: October – December 2024.
- Maximum number of days (8 hours per day) – 10.
- Only candidates who are able to issue invoices, incl. all national and local taxes, will be considered.

Application instructions

Send your CV and motivation letter, including your expected daily rate (incl. all applicable taxes) to dw-akademie.baltics@dw.com **until 13 September 2024**. Subject of the email: Media Monitoring and Visibility Expert.

Only short-listed candidates will be contacted.