

**Project Title:** Media Development Uganda & Tanzania (2025–2027) – SparkChange Initiative  
**Location/Modality:** Uganda and Tanzania (Hybrid: primarily virtual with occasional in-person engagement where required)  
**Assignment Period:** August 2026 – April 2027  
**Level of Effort:** Up to **15 working days total**  
**Languages Required:** English (mandatory); Kiswahili is an asset  
**Application Deadline:** **30.06.2026**

## I. Background

DW Akademie is Deutsche Welle's center for international media development, journalism training, and knowledge transfer. Its work strengthens the human right to freedom of expression and ensures access to reliable information, enabling individuals worldwide to make independent decisions based on facts and constructive dialogue.

As part of the Media Development Uganda & Tanzania (2025–2027) programme, DW Akademie is implementing the SparkChange initiative, an innovation-driven approach aimed at amplifying the voices of youth and women in rural communities.

The initiative operates through a structured innovation cycle, engaging multipliers, local changemakers who are already active within their communities. These multipliers identify challenges, design solutions and foster inclusive spaces that enable youth and women to participate in decision making process.

Selected multipliers will participate in a comprehensive programme that includes:

- Capacity strengthening workshops (IdeaLab and ActionLab)
- Continuous coaching and advisory support
- Access to small grants to implement community-based initiatives

To ensure effective implementation and sustainability of these initiatives, DW Akademie seeks an experienced **Coach** to support multipliers throughout their journey.

## III. Scope of Services and Objectives

To strengthen the facilitation, advocacy, and leadership skills of **4 multipliers from Tanzania**, enabling them to support youth and women in amplifying their voices in community decision-making.

### Scope of services:

Coaching of multipliers during the innovation cycle:

1. Support multipliers in their role as community advocates, helping them strengthen facilitation and leadership skills.
2. Help multipliers develop and refine ideas and solutions for their communities without taking ownership from them.
3. Guide multipliers in developing, testing, and budgeting for small-scale projects to be implemented in rural areas of Tanzania.
4. Ensure multipliers consider diversity, accessibility, and sustainability in their project ideas and approaches.
5. Provide constructive feedback to help multipliers refine their ideas, strategies, and action plans.

6. Regularly report to DW Akademie and integrate feedback throughout the coaching assignment.

#### IV. Key Deliverables

- Individual coaching per multiplier, outlining key milestones and coaching focus areas.
- Partly participation in and support during the IdeaLab and ActionLab in Kampala.
- Brief coaching progress report following each workshop phase, documenting key observations, challenges, and multiplier development

#### V. Requirements

- **Coaching & Mentorship:** Demonstrated ability to guide individuals or groups through innovation and project processes without taking over their ideas.
- **Project Development:** Experience in planning, budgeting, and implementing small-scale projects, with an understanding of feasibility in rural settings.
- **Target Group Experience:** Strong awareness of the needs and challenges of youth and women in rural areas, with a focus on empowerment and inclusion.
- **Gender & Inclusion:** Commitment to gender equality and creating safe, inclusive environments.
- **Communication Skills:** Excellent facilitation, empathy, cultural awareness, and relationship-building abilities, with strong intercultural competence.
- **Innovation & Problem-Solving:** Ability to encourage creativity, support early-stage ideas, adapt to change, and connect participants with relevant stakeholders.

#### VI. Timeline and Level of Effort

- Assignment Period: **August 2026 – April 2027**
- Modality: Hybrid (virtual + occasional in-person)
- Total Engagement: **Up to 15 working days**

The distribution of days will be agreed upon with DW Akademie and may include:

- Coaching sessions
- Preparation and coordination
- Monitoring and reporting

#### VII. Evaluation Criteria

Applications will be evaluated based on:

- Relevance of experience and qualifications
- Demonstrated coaching and mentorship expertise
- Understanding of the assignment and proposed approach
- Daily rate
- Availability within the assignment period

#### VIII. Application Requirements

Applicants are requested to submit:

- Letter of motivation outlining qualifications and approach
- CV
- List of relevant assignments (including references)
- Financial proposal indicating **daily rate (WHT inclusive)**

**Please note:**

- Transportation and accommodation costs will be covered and/or reimbursed by DW Akademie where applicable.
- Other costs (e.g., internet) should be covered by the consultant.
- If you have not been contacted within two weeks of submitting your application, please consider your application unsuccessful at this time

**Submission Details**

Applications should be submitted as a **single PDF (max. 7 MB)** to:

- warda.mansour@dw.com CC: moses.mutente@dw.com