

TERMS OF REFERENCE

Journalism and Media Trainers for the Syrian Arab News Agency (SANA)

Issuing Organization	DW Akademie, within the framework of the European Union-funded project Fill the Space: Ensuring Information Supply and Media Trust for Stabilization in Syria.
Requested support	Recruitment of qualified trainers to design and deliver specialized training programs for staff and correspondents of SANA.
Indicative timeframe	October 2026 – April 2027 (needs-based, intermittently, no continuous engagement)
Submission Deadline	15 th September, 2026
Submission Email	dw-akademie.fillthespace@dw.com Subject line: Application – SANA Trainer – [Applicant Name]

I. 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 around 60 developing countries and emerging economies.

The project Fill the Space: Ensuring information supply and media trust for stabilisation in Syria is funded by the European Union and implemented by DW Akademie, in partnership with Fatabyyano. The project seeks to strengthen local media capacities, enhance fact-checking practices, and promote awareness-raising initiatives to combat disinformation in Syria. As part of the project, DW Akademie is supporting the institutional and professional development of the Syrian Arab News Agency through a comprehensive capacity development programme.

Based on consultations with SANA management and a comprehensive training needs assessment, **DW Akademie is establishing a pool of qualified trainers and co-trainers to design and deliver specialised training programmes** addressing priority capacity gaps across editorial, technical and digital media functions. Trainers will work closely with DW Akademie, SANA and other project

experts to ensure that all training activities are practical, needs-based and aligned with international journalism standards and adult learning methodologies.

II. Objectives and Scope of Work

The overall objective of this assignment is to strengthen the professional capacities of journalists, correspondents, editors and managers of the Syrian Arab News Agency through the design and delivery of high-quality, practical and needs-based training programmes.

The selected (co-)trainers will work closely with DW Akademie and SANA to develop and deliver training activities that address the priorities identified through the project's training needs assessment and contribute to the institutional and professional development of SANA.

The selected trainers shall:

- Review the assigned training topic and background documents provided by DW Akademie.
- Design and adapt training content, methodology and learning materials to meet the identified needs of SANA participants.
- Prepare detailed training agendas, presentations, practical exercises, case studies and participant handouts.
- Deliver interactive, participatory and practice-oriented training sessions using adult learning methodologies.
- Facilitate discussions, simulations and practical assignments that strengthen participants' knowledge and professional skills.
- Assess participants' learning through appropriate evaluation methods before, during and after the training, where applicable.
- Provide technical guidance and coaching to participants throughout the assignment.
- Coordinate closely with DW Akademie and SANA before, during and after each assignment.
- Submit all agreed deliverables within the required timeframe, including training materials and a final training report with recommendations.

Training assignments may cover one or more of the following thematic areas, depending on project priorities and the trainer's expertise:

1. Editorial Standards and Journalism Ethics,
2. News Writing and Editing,
3. Television Journalism and Media Appearance,
4. Visual Storytelling and Multimedia Production,
5. Mobile Journalism (MoJo),
6. Photography and Photojournalism,
7. Video Production and Editing,
8. Digital Journalism and Social Media Management,

9. Verification and Fact-checking,
10. Public Service Journalism,
11. Conflict-sensitive and Transitional Justice Reporting,
12. Digital Security and Safety for Journalists,
13. Audience Engagement and Community-Centred Journalism,
14. Responsible Use of Artificial Intelligence in Journalism,
15. Other journalism and media topics identified during project implementation.

All selected trainers are expected to apply internationally recognised journalism standards, promote ethical and professional reporting, and combine theory with practice through participatory and learner-centred approaches. **In your application, please indicate one or more of the mentioned thematic areas**, depending on your individual skillset and experience.

III. Timeframe

Training assignments are expected to take place between October 2026 and April 2027.

Selected trainers will be contracted on an assignment basis according to project needs. The exact number of training days, preparation days, mentoring assignments and delivery schedule will be agreed individually for each assignment. Training activities may be delivered **in Damascus and other parts of Syria** and may also include online mentoring and follow-up sessions.

IV. Eligibility / selection criteria

To be eligible to submit an application, the applicant must:

- Be a native speaker of Arabic;
- Have a track record of at least two (2) years in media and, preferably, media trainings in the WANA (Western Asia and North Africa) region;
- Demonstrate a commitment to independent journalism and ethical standards;
- Not be subject to EU sanctions or blacklisting.
- A degree in journalism, media, or a related field is considered an asset;
- A concluded media training or training of trainers with DW Akademie is considered a strong asset;
- Previous experience with the Syrian context is considered an asset.

DW Akademie particularly encourages applications from Syrian local, community, regional, exile and independent Syrian journalists that demonstrate a strong connection to their communities, a commitment to professional and ethical journalism, and an interest in strengthening the quality and resilience of local information ecosystems.

V. Deliverables

Selected trainers will be expected to deliver the following:

- Detailed training agenda and training methodology,
- Presentation slides and training materials, practical exercises and case studies,

- Participant handouts where applicable,
- Pre- and post-training assessments where requested, incl. participant evaluations,
- Daily attendance records,
- Final narrative training report including recommendations for future capacity development,
- Electronic copies of all training materials developed under the assignment.

All deliverables shall be submitted in English unless otherwise agreed with DW Akademie.

VI. Financial Conditions

Selected trainers will be contracted as individual trainers. Fees will be agreed individually according to the approved project budget and DW Akademie procurement procedures. Travel, accommodation, where applicable, will be arranged in accordance with DW Akademie policies. Payments will be made upon satisfactory completion of the assignment, submission of all required deliverables and acceptance by DW Akademie.

VII. Application Process

Interested applicants are invited to submit the following documents:

- Updated Curriculum Vitae (CV),
- Motivation letter, including Indication of the thematic area(s) for which the applicant wishes to be considered and a brief description of relevant training experience,
- Expected daily trainings fee / preparation day fee in EUR,
- Contact details of two professional references,
- Full name and address of the applicant, as well as the indication of whether they own a bank account outside Syria.

Applications shall be submitted in English and as a single, merged PDF by email to:

dw-akademie.fillthespace@dw.com, subject line: Application – SANA Trainer – [Applicant Name]

Incomplete applications will not be considered. Only shortlisted candidates will be contacted.

Submission deadline: September 15th, 2026

VIII. Final remarks

Personal data collected during this recruitment process will be processed solely for the purposes of trainer selection, contracting, assignment management and project monitoring. Applicants have the right to access their personal data and request corrections in accordance with applicable data protection legislation.

DW Akademie reserves the right not to select any applicant or to establish a pool of qualified trainers for future assignments under the project. Selection for the trainer pool does not constitute a guarantee of a contract. Individual assignments will be awarded according to project needs, trainer expertise and availability.

By sending a proposal, the applicant confirms to adhere to the [DW Declaration of Values](#).

— End of TERMS OF REFERENCE—

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