

Training programme and practical sessions on Vibe coding for media

Terms of Reference

DW Akademie project “Strengthening Suspilne’s Capacity Through AI Integration and Organizational Development”, funded by the Federal Ministry of Economic Cooperation and Development (BMZ)

1. Project Background

DW Akademie is Deutsche Welle’s centre 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.

The BMZ project aims to modernize the newsroom and production workflows of Suspilne (Ukrainian Public Broadcaster) through the strategic integration of Artificial Intelligence (AI). This initiative will build internal capacity, establish a dedicated AI and Innovation Department, and develop scalable, in-house technical solutions aligned with European public service media standards.

DW Akademie is looking for experienced **trainer(s)** to build Suspilne staff capability in "vibe coding" for creating digital solutions for media.

2. Objective of the Assignment

The trainer/trainers will be responsible for tailoring their programme to the group needs and conducting live practical sessions on vibe coding, as well as providing the follow-up support for one week after the training to a group of Suspilne employees, who will be developing AI tools for media.

3. Scope of Work and Key Responsibilities

- Conducting a preliminary assessment of the group’s (15 people) learning needs and skill level.
- Developing a customized training program on “vibe coding,” tailored to the client’s specific needs and requirements, incorporating organization-specific scenarios and workflows where relevant. The training matrix will be shared with DW Akademie and Suspilne.
- Developing and providing all necessary instructional materials, practical exercises, and supplementary resources for the trainees.
- Organizing and conducting at least 3 live training/practical sessions led by the trainer for a group of 15 people.

- Providing support and answering participants' questions for 1 (one) week following the completion of the live sessions.
- Providing the detailed report on the performed activities, including the feedback and final recommendations.

Performance Indicators

- Participant attendance and engagement.
- Completion rates of practical exercises.
- Demonstrated increase in AI coding capability.
- Adoption of AI-assisted development practices after training.

4. Qualifications & Expertise

The candidate(s) must possess the following qualifications to ensure successful cooperation:

- Proven experience with AI-assisted software development.
- 3+ years' experience in delivering technical and non-technical trainings.
- Strong understanding of modern AI coding assistants.
- Knowledge of software development best practices.
- Experience in prompt engineering and AI workflows.
- Excellent facilitation and communication skills.

Desirable

- Experience working with public-service, media, or similar organisations.
- Experience with low-code/no-code platforms.
- Background in change management and digital transformation.

5. Working Framework

- **Location:** Kyiv
- **Working language:** training materials and delivery – Ukrainian, offer, report - English
- **Timeline:** October – December 2026
- **Remuneration:** post-payment for the full scope of provided service

6. Application & Contact

If you are interested in this assignment, please submit your CV, a brief cover letter outlining your relevant experience, and your **proposed remuneration amount** to: **dw-akademie.ukraine.eu-projects@dw.com** and **nadiia.mantulo@dw.com** with the email subject **“Application for vibe coding trainer”** by **25.09.2026**.

Please note that a commitment is subject to project funding