

Terms of Reference

For a Lead Trainer (International Consultant) conducting a
Train-the-Trainer Programme for Media and Democracy Club Coordinators in
Bhutan

Position:	Lead Trainer
Type of contract:	Short-term contract
Project name:	Building Inclusive Democracy: Civil Society, Parliamentarians, Media, and Youth Strengthen Good Governance in Bhutan
Location:	Bhutan
Type of work:	In-country with remote coordination
Assignment period:	14-18 December 2026, plus 3 days of preparation/reporting
Languages required:	English
Date of publication:	05 October 2026
Deadline for application:	21 October 2026

DW Akademie and its partner **Bhutan Centre for Media and Democracy (BCMD)** are calling for proposals from experienced trainers for conducting a five-day Train-the-Trainer workshop with a focus on media literacy in Bhutan. The training will be conducted by a lead trainer contracted through this call together with a co-trainer from the region. The overall responsibility for the training design lies with the lead trainer, while the co-trainer will contribute individual sessions according to his/her expertise.

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 (BMZ). We also receive funding

from the Federal Foreign Office and the European Union and are active in around 70 countries. <https://akademie.dw.com/en>

Bhutan Centre for Media and Democracy (BCMD) is one of the first registered Civil Society Organizations in Bhutan which works with a cross-section of society on issues that concern youth, environment, society, governance and education, using media as a *modus operandi*.

Together, the consortium implements the project “Building Inclusive Democracy: Civil Society, Parliamentarians, Media, and Youth Strengthen Good Governance in Bhutan” to strengthen the capacities of CSOs, policy makers, the media and youth to actively contribute to democratic processes and dialogue in the country. The youth component of the project supports Media and Democracy Clubs (MDCs) in schools across Bhutan. Through the MDCs, young students strengthen their media and information literacy (MIL), critical thinking, democratic participation, and responsible content creation.

MDC Coordinators play a central role in guiding the MDC’s activities and facilitate MIL learning. To strengthen their capacities, a five-day Train-the-Trainer (TTT) programme will be organized for MDC Coordinators. The training aims to equip participants with both methodological and practical technical competencies that they can subsequently transfer to MDC members. The focus of the training shall be on (mobile) video production, research, fact-checking and basic AI competencies.

II Objectives of the Assignment

The overall objective is to design and deliver a five-day Train-the-Trainer programme that enables MDC Coordinators to effectively train students in media and information literacy (MIL), fact-checking, research and responsible use of AI.

Specific objectives include enabling participants to:

- Apply learner-centred and participatory training methodologies for youth.
- Guide students in conducting research and verifying information (fact-checking), also with the use of AI.
- Produce simple videos using mobile phones (angles, cutting, post-production, ...).
- Understand the opportunities and limitations of AI tools.
- Use AI tools responsibly for research and content development.
- Identify and critically assess AI-generated and manipulated content.

III Scope of work

The Lead Trainer will be responsible for the overall design and delivery of the training in collaboration with the Co-Trainer. In detail, the Lead Trainer shall:

- Conduct coordination meetings with DW Akademie, BCMD, and the Co-Trainer in preparation for the training.

- Develop a detailed training matrix including methodology.
- Prepare training materials, presentations, exercises, and handouts.
- Facilitate a five-day training programme on the topics above.
- Prepare a final training report (max. 4 pages).

IV Deliverables

The Lead Trainer shall provide:

1. Detailed five-day training matrix.
2. Delivery of the five-day training workshop.
3. Final training report including recommendations and participant assessment.

V Qualifications and Experiences

The Lead Trainer should possess

- University degree in journalism, communication, education, media studies, digital media, or related fields.
- Minimum 10 years of relevant professional experience.
- Proven experience delivering Train-the-Trainer programmes.
- Demonstrated expertise in media and information literacy, especially regarding fact-checking, mobile journalism and video production.
- Demonstrated experience in AI-related capacity building.
- Excellent facilitation and communication skills in English.
- Training experience in South Asia or Bhutan an asset.
- Knowledge of DW Akademie training methods is an advantage.

VI Working arrangements

- Five-day in-person workshop in Bhutan; location tbd.
- Preparation and reporting periods to be agreed with DW Akademie.
- Travel and accommodation arranged by DW Akademie and BCMD.

VII How to apply

Interested applicants should submit a proposal including the following:

- Curriculum Vitae (CV).
- Brief statement of motivation including relevant training experiences.
- Daily rate in EUR (training and preparation).
- Two professional references.

Offers in English should be submitted in one pdf by 21 October 2026, via e-mail to dw-akademie.bhutan@dw.com.

VIII 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 completion of all deliverables upon presentation of a final detailed invoice.