

Communications Consultant for Suspilne AI Track & Communication Strategy  
Implementation

## **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 a Communications Consultant to support Suspilne’s AI track.

### **2. Objective of the Assignment**

The Consultant will be responsible for the end-to-end communications support of the project’s AI track: translating the communication strategy into a practical action plan, implementing it, and building the channels, formats and routines through which Suspilne communicates about AI internally and externally. The goal is to ensure that the AI transformation is visible, well understood and trusted — strengthening staff buy-in within Suspilne, positioning Suspilne as a responsible AI innovator among public service media, and ensuring appropriate visibility of the project’s results and its partners.

### **3. Scope of Work and Key Responsibilities**

The Consultant will work closely with Suspilne’s AI and Innovation Department, news and communications teams, as well as the DW Akademie project team.

Core responsibilities include:

- **Communication Strategy Implementation:** Translate the communication strategy into an operational communication plan with clear goals, target audiences, key messages, channels, timeline and indicators; ensure its day-to-day implementation and adjust it based on results and feedback.

- **AI Track Communications Support:** Provide ongoing communications support for all AI track activities — product pilots, launches, trainings and milestones — ensuring that each of them is accompanied by timely, accurate and coherent communication.
- **Internal Communication & Change Communication:** Build regular internal communication on AI across Suspilne's newsrooms and regional branches: explain what is changing and why, present new AI tools and guidelines, share success stories, address concerns and collect feedback from staff to foster understanding and adoption.
- **External Communication & Positioning:** Develop and communicate Suspilne's narrative on the responsible use of AI in public service journalism to audiences, the media community, partners and stakeholders; prepare press materials and support media relations and public appearances of the project's speakers.
- **Plan and produce communication content** in various formats — news items, articles, case studies, explainers, social media posts, newsletters, presentations and briefs for visual and video materials — and maintain a content calendar for the AI track.
- **Stakeholder Engagement & Events:** Provide communications support for project events, presentations, workshops and knowledge-exchange formats; contribute to building relationships with the professional community, partner organisations and European public service media networks.
- **Visibility & Compliance:** Ensure that all communication products comply with the visibility and branding requirements of DW Akademie, BMZ and Suspilne, and reflect the principles of transparency and ethical use of AI.

#### **4. Expected Deliverables**

- An operational communication plan and content calendar for the AI track for the period of the assignment.
- A set of key messages, Q&A and templates for internal and external communication on AI.
- Regularly produced and published communication materials in line with the agreed plan.
- Communications support for key AI track milestones and events.
- Brief monthly progress updates and a final report with recommendations and handover materials.

#### **5. Qualifications & Expertise**

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

- **Strategic Communications Experience:** Proven experience (2+ years) in communications, PR or media relations, including developing and implementing communication strategies and plans — preferably for media organisations, international projects or the technology sector.
- **AI & Innovation Literacy:** Good understanding of AI and digital innovation, and the ability to communicate about technological change — including its opportunities, limitations and ethical aspects — in a clear, balanced and credible way.
- **Internal & Change Communication:** Experience in internal communication and in supporting organisational change or the roll-out of new tools and processes in large, multi-team organisations.

- **Content & Storytelling Skills:** Excellent writing and editing skills; the ability to turn complex technical topics into simple, engaging stories across different formats and platforms (web, social media, newsletters, presentations).
- **Stakeholder Management & Self-Organisation:** Strong interpersonal and coordination skills, experience working with multiple stakeholders and international partners or donor-funded projects, and the ability to work independently and meet deadlines.
- **Languages:** Professional fluency in Ukrainian is required; English – B2.

## 6. Working Framework

- **Location:** Remote.
- **Working days:** Up to 25 working days.
- **Timeline:** October – December 2026.
- **Remuneration:** Daily rate to be proposed by the applicant.

## 7. Application & Contact

If you are interested in this assignment, please submit your CV, a brief cover letter outlining your relevant experience, and your proposed **daily rate** to: **[dw-akademie.ukraine.eu-projects@dw.com](mailto:dw-akademie.ukraine.eu-projects@dw.com)** and **[nadiia.mantulo@dw.com](mailto:nadiia.mantulo@dw.com)** with the email subject “**Application for Communications consultant**” by **14.10.2026** COB.

Please note that a commitment is subject to project funding.