

Terms of Reference (ToR) for Consultant:

Consultancy for a Lebanese radio station

Deutsche Welle Akademie would like to recruit a consultant to define the needs of a Lebanese radio station in terms of social media strategy, podcast and other innovative digital audio formats.

Introduction

Deutsche Welle Akademie, in the framework of its mandate, works to develop media and media systems internationally, where an integral part of its programs aims at training journalists and building their capacities. DW Akademie is Deutsche Welle's center for international media development, journalism training and knowledge transfer. DW Akademie is active in approximately 50 developing countries and emerging economies worldwide, funded by the German Ministry for Economic Development (BMZ), Germany's Foreign Office or the EU among others.

Consultant's profile

- Extensive experience on innovative digital audio formats
- Extensive experience on audio archives
- Experience in developing a social media strategy for media
- Knowledge of the Lebanese media market is very desirable
- Excellent communication and written skills in English. Arabic is very desirable and is an asset.

Scope and tasks

- Consult and advise on the social media strategy of the radio station
- Consult and advise on the use of the audio archives
- Consult and advise on a podcasts strategy
- Define the needs of the radio station for future trainings
- Deliver a report about the findings and the needs to the project manager

Deadline and submission of expression of interest

We look forward to receiving your application - expression of interest (EoI), which should include the following materials:

- Cover letter: A summarized description of the scope of work highlighting how your skills and experience makes you suitable for this consultancy, including any methodological, analytical considerations as well as other aspects you deem relevant for the successful conduct of this review.
- Curriculum vitae (highlighting work experience and qualifications relevant to this assignment).

- An example of similar pieces of work completed recently, or a sample review/evaluation reports relevant to this assignment.
- Daily fee rate (eight working hours).

DW Akademie invites interested consultants to submit the documents by December 8th, 23:59. via the following email: Audrey.parmontier@dw.com

Subject: Lebanon radio station - consultancy

DW stands for the values and principles of freedom, democracy, human rights, rule of law, social justice and cultural diversity. DW is committed to the rights set out in the United Nations Universal Declaration of Human Rights, the Council of Europe's European Convention on Human Rights, and the 17 Sustainable Development Goals set out in the Agenda 2030. These values and principles are set out in concrete terms in the Deutsche Welle Act and in the "DW Declaration of Values". The "DW Declaration of Values" shall be made available to the Partner and serves as a frame of reference for the Partner in course of this cooperation.

For further information:

Audrey Parmentier

Project manager

Deutsche Welle Akademie

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