Call for tender: Learning Designer/Podcast Trainer for advanced PodcasTrainings

1. Podcasting & AI - 2. Podcasting & Video

Project title: PodcasTraining - Making an audible difference

Quote deadline: 31st October 2024

Background

Deutsche Welle (DW) Akademie

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 independent decisions based on reliable facts and constructive dialogue.

DW Akademie enables people throughout the world to make decisions based on independent information, reliable facts, and constructive dialogue. We stand for free media, free expression, and free societies worldwide.

Tender: PA.GK23AF.24.10 Crisis Podcast Project

1. Project Objectives

The goal of the PodcasTraining Initiative PA.GK23AF.24.10 is to support media organizations and media professionals to strengthen their skills and knowledge in podcasting and support these to develop, produce and distribute podcasts.

The specific aims of the project are:
- Extend and further develop the standardized podcasting training curriculum as well as all developed training tools.
- Facilitate the implementation of podcast training and coaching with media houses and individual journalists — including the production of various podcast episodes.

Outputs:

Expanding DW Akademie's standardized PodcasTraining curriculum and methodologies to include compact and advanced modules, thematic modules and build on the MethodKit for Podcasts using AI as well as video.

Evaluation of the training modules with subject matter experts and implementing partners.

2. Required Service:

2.1 Learning designer & podcast trainer for advanced PodcasTraining module on Podcasting & AI

Main tasks include:

- Designing one advanced PodcasTraining module (four hours) for the use of AI in the production of podcasts (face to face training/online and/or hybrid) - after in-depth briefing from PodcasTraining team
- Providing feedback and integrating lessons learned into the module matrix

Requirements:

- University degree in journalism, communications, social science, or related field
- Advanced work experience in AI used in media and media productions communications, social science, or related field
- Advanced professional experience in the production of podcasts
- Advanced experience in media training
- Successful participation in the DW Akademie Train-the-Trainer qualification program or equivalent experience
- Outstanding in English (verbal as well as written)

2.2 Learning designer & podcast trainer for advanced PodcasTraining module on Podcasting & Video

Main tasks include:

- Designing one advanced PodcasTraining module (four hours) for the use of video in the production of podcasts – face to face training/online and/or hybrid - after in-depth briefing from PodcasTraining team
- Providing feedback and integrating lessons learned into the module matrix

Requirements:

- University degree in journalism, communications, social science, or related field
- Advanced work experience in media, communications, social science, or related field
- Advanced professional experience in the production of video podcasts
- Advanced experience in media training
- Successful participation in the DW Akademie Train-the-Trainer qualification program or equivalent experience
- Outstanding in English (verbal as well as written)

3. Time frame for service provision

The design of the matrix is estimated to take place in November and the implementation of the half day course between 1st of December 2024 and 28th of February 2025.

4. Scope of work

The number of contractual days will be up to 3 days for both positions.

5. Application

Should you be interested in participating in the selection, please send in your CV, a short letter of intent (highlighting relevant experience) and your rate card for the daily honorarium of preparation, training, coaching, consultancy and assessment days.

Exact dates and overall working days depend on the progress of the project.

Submission deadline is the 31st October 2024.

Please send your documents via E-Mail to: marc.seidel@dw.com. You may also address your questions to this e-mail address.