

Call for Application
for
Experts in Strategic planning, Business Development,
Integration of AI in media work, and Digital Transformation

BACKGROUND

About the programmes

Thomson supports journalists and media organisations worldwide often in challenging and emerging economies. Our work promotes ethical reporting and ensures independent, trusted sustainable media businesses developments.

We are looking to hire experts in domain of **Strategic planning and implementation, Use of AI in media work, Business support, Diversification of revenues, Digital-first strategies, Audience engagement, and Content production for various platforms** to become part of our wider pool of experts that will support implementation of Thomson's programmes within the Western Balkans and Central and Eastern Europe.

Thomson currently implements several media support programmes in the Western Balkans and Central and Eastern Europe, which covers 13 countries and more than 50 media outlets, and 250 individuals/media professionals. Focus of Thomson's work is to provide guidance to media outlets for sustainable development and operation through business mentorship, testing and implementing new and innovative business modalities, attracting and engaging new and underrepresented media audiences, and producing content in line with the latest professional developments and trends – digital transformation and AI.

ABOUT THE ENGAGEMENT

Experts will be of instrumental importance for successful implementation of the programmes. They should provide overall guidance, expertise and support to media outlets throughout the process of implementation of their development strategies, plans and roadmaps. Experts, regardless if they are engaged as mentors or trainers, will work on building capacities of beneficiaries in order to create the necessary change for successful knowledge and skills implementation.

Experts will address the specific needs of media representatives, providing them with specific knowledge and skills, support during the practical use of acquired knowledge and skills, and giving them feedback and recommendations aimed at tackling detected weaknesses and advancing strengths.

Mentoring implies a continuous support to media outlets in their journey towards strengthening their financial resilience. Mentoring also means working on building personal capacities of beneficiaries in order to create change necessary for successful knowledge and skills implementation.

Chairman: Lord Tom Chandos of Aldershot **Trustees** Sir Clive Jones CBE, Dr Gerry Power, Tanya Joseph, Jane Corbin, Christoph Lanz, Dame Rosalind Marsden DCMG, Janine Gibson. **CEO:** Caro Kriel

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Training implies short-term support to media outlets in their journey towards strengthening their financial resilience by filling the gaps and meeting the needs of beneficiaries by transferring knowledge and skills in a customised way.

FIELDS OF EXPERIENCE

Strategic planning and implementation

Relevant experience in:

- Strategic foresight;
- Strategic planning;
- Implementation of strategies for internal development of media organisations;
- Measuring (impact) success of strategic implementation.

Use of AI in media work

Relevant experience in:

- AI in news gathering, content creation, production and distribution;
- AI in planning, scheduling, and optimization;
- AI in audience measurement, behaviour analysis and interaction;
- AI and data visualisation;
- Impact of AI on accessibility and inclusivity of media;
- AI and combating disinformation and fact-checking;
- AI and digital security.

Business support

Relevant experience in:

- Introduction, testing and validating new business ideas;
- Familiarity with business related approaches, methods, practices, and tools;
- Business validation strategies;
- Entrepreneurship development;
- Marketing and sales;
- B2B communication;
- Competitive strategies, stakeholder and market analysis;
- Digital business transformation and innovation in media;
- Start-up ventures and early stages of business idea development;
- Pitching business ideas;
- Piloting new media business ideas like products, services, events etc.

Diversification of revenues

Relevant experience in:

- Introducing and piloting new revenue streams;
- Experience in implementation of crowdfunding campaigns, donations, membership models;
- Experience in implementation of E-payment solutions, paywalls, and subscription models;
- Digital marketing, sales and advertising.

Digital-first strategies

Relevant experience in:

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- Developing and implementing digital products, media services and/or tools;
- Establishing and development of newsletter;
- Data Analytics;
- Search engine optimization (SEO);
- Social media management;
- Newsroom integration.

Audience engagement

Relevant experience in:

- Engaging and attracting young audience;
- Engaging and attracting diverse audience in the terms of gender, minorities, underrepresented groups and diaspora;
- Community engagement.

Content production for various platforms

Relevant experience in:

- Mobile journalism;
- Digital journalism;
- Visual storytelling;
- Data visualisation;
- Podcast.

SCOPE OF WORK

Main Tasks and Responsibilities

Preparation: Online briefings with the Thomson team regarding the mentoring/training programme.

Mentoring: Provide a direct mentoring to media beneficiaries/partners either online or offline (upon agreement).

- Organise and hold monthly sessions with media outlets in a suitable format to support the implementation of their activities as outlined in the application and adapt the approach as needed;
- Availability to your teams for questions/discussion via email (expected response in 48h);
- Provide quick feedback to teams via calls or instant messaging when urgent.

Training: Provide group or one-on-one online or in-house sessions (upon request by media or agreement with Thomson team).

- Organise and hold training sessions with media outlets representative/s in a suitable format to support the implementation of their activities as outlined in the application;
- Availability to your teams for questions/discussion via email (expected response in 48h);
- Provide quick feedback to teams via calls or instant messaging when urgent.

Communication: Regular communication with the key members of the Thomson staff under the project.

Progress report: regular reporting to Thomson staff . Tracking the progress of media outlets and providing progress input by completing short reports.

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Final report: final inputs about the whole mentoring process with recommendations for the future. Report about mentoring processes and levels of achievement in accordance with the approved outcomes and outputs defined by the project and within the given deadline.

Contribution to learning process: Written learning contribution/educational resource for Thomson resource platform.

KEY REQUIREMENTS

- Demonstrated expertise in 1 or more related fields indicated in the call;
- At least 5 years of experience in applying the knowledge and expertise in 1 or more indicated fields;
- Working in the field of media support or media development is an advantage;
- Mentoring and training experience or any knowledge and/or skills transfer experience is an asset;
- Relevant experience working within the media sector and industry in the Western Balkans or the Central and South East Europe is an asset.

Language and skills

- Speaking, reading, and writing proficiency in English and one of the languages spoken in the Western Balkan or the Central and South East Europe;
- Excellent presentation, oral and writing communication skills, with strong interpersonal and cross-cultural communication skills;
- Strong organisational skills, problem-solving, proactive, can-do-it attitudes and ability to get things done;
- Dedication to delivery of outputs in line with the highest standards;
- Record of innovative ideas and approaches would be an asset.

LOCATION

Experts will be mostly working online since the majority of the consultancy activities will be delivered remotely. Also, if necessary, and in close coordination with the Thomson team, onsite activities can be required depending on beneficiary's activities and preferences.

APPLICATION

Interested experts are kindly asked to fill out the short application form (primary and secondary field/s of expertise, and up to 300 words describing their motivation to apply and work with Thomson and what value they will add in working with Thomson) and attach their latest CV on the following [JotForm link](#).

Should you need any further information or clarification please do not hesitate to contact Davor Marko, Programme Manager for Central and South East Europe, at: DavorM@thomsonfoundation.org

Deadline: 20th August 2024 (23:59 CET)

Note: Issuing this CfA does not commit Thomson to select any expert and/or applicant. Thomson also reserves the right to extend/change the duration of the assignment, its scope of work, deliverables or expected outcomes.

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