



## TERMS OF REFERENCE

### MEDIA FOR SOCIAL CHANGE - CONSULTANT

#### ABOUT THE PROJECT

The Joint Initiative for Strategic Religious Action (JISRA) in Iraq is a consortium of three international NGOs, namely Search for Common Ground (Search), Tearfund, and Mensen met een Missie (MM), as well as local partners Peace and Freedom Organization (PFO) and CAPNI for Humanitarian Aid In Iraq. JISRA aims to address and transform intra-, inter-, and extra-religious dynamics in Iraq to promote Freedom of Religion and Belief (FoRB) through direct and local partner implementation across Iraq. As a part of this project, the consortium will facilitate the training of project staff for all consortium members, including both international and local civil society partners, in the key methodologies to be applied across project locations throughout the duration of the programme.

#### ASSIGNMENT OBJECTIVES

As part of the JISRA project, the consultant will be asked to develop a curriculum, training content and tools, and the methodology and facilitation guidelines on the topic of media for social change. If needed, the consultant will also facilitate and train youth to use media for social change according to the context of Iraq. Local partners will be able to choose between:

1. Receiving the training themselves (Training of Trainers), after which local partner staff will be able to conduct the training to youth; or
2. Contracting the consultant to conduct the training to youth.

#### MAIN DELIVERABLES

The roles and responsibilities of the consultant are described below. The consultant will do so in close coordination and with support from the JISRA Iraqi Consortium Executive Body (consisting of representatives of all the global and local partners working in Iraq), and the knowledge and communications experts from the consortium.

The consultant will develop the following materials:

1. **4 phase curriculum for the training:**
  - a. The content will focus on FoRB aimed at Iraqi youth stakeholders.
  - b. The curriculum is composed of a 3-day training for each phase. A maximum of 2 phases will occur per year with each phase building on and progressing from the previous session(s) to further advance the skills of the beneficiaries.
  - c. It will take into account an assessment of learning needs and feedback loops with input from local partners and intended participants.
2. **Training content and tools:**
  - a. This includes the agenda, pre/post-test based on JISRA requirements and indicators, PowerPoint presentation slides, facilitator and participants guides, and other relevant documents and tools.
  - b. Each phase of the curriculum will contain content of training for media for social change components.
  - c. Training topics shall include (1) religious engagement; (2) advocacy campaign designs; (3) relationship-building; (4) promotion of dialogue and dialogue facilitation; (5) engaging women and youth in peacebuilding; (6) non-adversarial advocacy to engage

duty bearers; and (7) dispute resolution to support interfaith action. The main components of the training are:

- i. Four 3-day agendas for each phase of the training.
  - ii. Design of pre-test and post-test for each phase of the training.
3. **The methodology and facilitation guidelines for the in-person training sessions:**
- a. **Stakeholder mapping** of the most influential media stakeholders, channels, and media influencers within each religious community to gain an understanding of the audiences.
  - b. **Content to engage the stakeholder group and facilitate social change.** This includes positive, powerful messages that challenge social norms around exclusive intra-religious norms with modules on how to manage negative reactions and hate speech online, and how to be conflict-sensitive in messaging.
  - c. **An overview of the specific communication channels and approaches** best used to engage stakeholders with the aforementioned content.
    - i. Materials for **campaign approaches**, including project management, design, and budget planning, as well as templates for youth on how to design and write campaign proposals.
    - ii. **Media mapping** for Iraq to identify the best media tools (including social media) to successfully run an online campaign.
    - iii. **Practical support** on (1) capacity building of the youth beneficiaries - including technical skills such as using a video (phone) camera and basic editing skills - to develop video spots, memes, and other digital storytelling products, and (2) training youth to facilitate online dialogues to hold cross-community discussions, and build a platform for cooperation.
  - d. Develop a **facilitator guide** for programme staff, which equips programme staff with the tools and skills to deliver JISRA-related programming in a coordinated manner.

All documents must be **translated** into Arabic throughout the development of the three aforementioned deliverables in close coordination with the consortium members for review. The consultant will not be responsible for the translation; this is the responsibility of the Iraq team.

#### POTENTIAL FOLLOW-UP ACTIONS & SECONDARY DELIVERABLES

Local partners may reach out to the consultant after receiving the above-mentioned deliverables of this ToR to either:

1. Contract/hire the consultant to directly deliver the curriculum to the youth participants in the implementation locations (Nineveh Plain, Sinjar/Shekhan, and Kirkuk).
2. Contract/hire a consultant to deliver the curriculum and ToT to the programme staff and facilitators in (Duhok and Erbil locations) who would then deliver the training to the youth participants in the implementation areas.
3. Update training curriculum based on feedback and learning from the delivered training.
4. Submit a final assessment report on the training sessions, in line with JISRA's reporting requirements and standards.

#### TIMELINE

Task		Schedule
Inception	Introduction to JISRA programme and topics	Mid-September 2022
	Development of work plan and methodology to implement the assignment	
Implementation	Development of curriculum and other materials	End of September - Mid-October 2022
	Weekly meetings with the Executive Body to present updates and receive feedback	

<b>Conclusion</b>	Submission of all materials	October 22, 2022
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### **EXPERT PROFILE**

Candidates will be expected to have the following qualifications:

- Proven experience in the design, development, and delivery of similar training
- Ability to tailor training modules to the specific needs of trainees
- Experience in advocacy and awareness-raising
- Knowledge of the Iraq communications context, especially of Kirkuk, Sinjar/Shekhan and Nineveh Plain, including:
  - Cultural and religious context
  - Audiences
  - Channels
  - Sensitivities and possible risks
- Experience in designing/adapting questionnaires, evaluation forms, and pre- and post-tests
- Interpersonal skills that evoke trust
- Willingness and ability to be flexible
- Coordination and communication skills
- Gender and cultural sensitivity
- Fluent in English and Arabic; Kurdish is an asset

### **APPLICATION PROCESS**

- A brief description of the intended training methodology
- Detailed CV, Cover Letter, and confirmation that the consultant is available in from September 18 to October 22, 2022 to develop the curriculum.
- Financial proposal to include the following: daily rate to develop the curriculum, daily rate to deliver a ToT, and daily rate to facilitate training to participants.
- Provide the estimated to complete the full curriculum and supporting materials.

Interviews will take place with representatives of the JISRA Executive Board from September 6 to September 8, 2022. Successful candidates are expected to start from September 18 onwards and have completed and submitted the full brief by October 22, 2022.