



Vacancy details:

- Announcement Date: 04.05.2023
- Vacancy Code: CBM/2023-06-GCERF
- Title: Trainer
- Duty Station: Mitrovica South
- Closing Date: 18.05.2023

Terms of Reference for Trainer

About CBM:

Community Building Mitrovica (CBM) is a local non-governmental organization (NGO) operating in the field of peace and community building in the wider region of Mitrovica, northern municipalities of Kosovo. The overall aim of CBM is to facilitate contact and dialogue between citizens in the whole of Mitrovica municipality. CBM's staff consists of devoted citizens – both Serbs and Albanians – who grew up in this region and want to restore the previous confidence and even friendship that war and politics have destroyed.

By supporting many concrete projects which address the direct needs of the local communities, CBM contributes in a modest way to this aim. The work of the past years has gained the organization a strong reputation on both sides of the Ibar. Fields in which CBM works are: media, culture, youth, women, minorities, dialogue, and return of refugees and IDPs (Internally Displaced Persons). CBM's projects are open to members of all communities living in Mitrovica and wider. CBM often cooperates with other NGOs, helps out with local initiatives, and works with local governmental institutions and international organizations in order to initiate, develop, and implement activities, for the benefit of the communities, in Mitrovica and wider.

About the project:

The “Resilient and Inclusive Community Program” is funded by Global Community Engagement and Resilience Fund (GCERF) and is implemented in consortium of two organizations, Advocacy Training and Resource Center (ATRC) and Community Building Mitrovica (CBM). The program aims to: strengthen central and local level institutional operational and knowledge capacities, strengthen operational and knowledge capacities of Local CSO-s to work on prevention of violent extremism (PVE), reduce youth vulnerability towards violent extremism by increasing the sense of purpose and social cohesion, raise community awareness and acceptance towards marginalized groups and other targeted beneficiaries. The program also places a higher emphasis on preventing right wing and ethno-nationalist extremism



in the region of Mitrovica, to ensure equal opportunities, also to reduce any risk of stigmatization of one community or ethnicity over other communities and ethnicities.

Duties and Responsibilities:

CBM is looking for qualified individuals or companies to facilitate the Social Media and Video Editing training. The training aims to deliver comprehensive training to high school students in Mitrovica South, with the purpose of enhancing their digital literacy, facilitating career preparation, fostering creative expression, improving communication skills, and promoting digital safety. Social Media and Video Editing training can help students become more comfortable with digital tools and platforms, which are increasingly important in modern society. Learn how to navigate social media, create engaging content, grow channel, follow trends, and use video editing software. The training will focus on the following: introduction to social media platforms, creating and managing social media accounts, creating engaging social media content, following social media trends, growing audience and channel, basics of video editing etc. By participating in the training, students will gain a variety of skills that will help them in future career preparation.

Trainers are responsible for developing engaging training materials that cover the topics outlined in the training program, including presentation slides, handouts, and exercises. Trainers should also ensure that the training sessions are effective and meet the learning objectives of the participants.

The points below should be used as an overview of the duties and topics that we expect to be discussed during the training, however, not strictly to follow.

Applicants can apply for one or both lots based on their areas of expertise and interest. The applicants are expected to submit a technical proposal/methodology of work that outlines the modules/topics, software, and activities they will use to facilitate the training.

LOT 1: Social Media Training

- Introduction to social media platforms;
- Creating and managing social media accounts;
- Creating engaging social media content;
- Following social media trends;
- Growing audience and channel;
- The students should understand basics of social media management, and be capable of creating engaging social media content.
- The training should equip the students with the necessary skills to enhance their marketing strategies for expanding their social media presence, and grow their channels.



- The trainer should encourage group discussions and facilitate conversations among participants. This will allow for the sharing of ideas, experiences, and best practices;
- Develop a template that students will use for their social media individual plan.
- Provide practical support and guidance during the training and presentation of individual social media plans;
- Prepare final reports containing a summary of social media training delivered, challenges, and recommendations for future similar trainings.

LOT 2: Video Editing Training

- Introduction to video editing principles and techniques;
- Understanding the video editing workflow;
- Importing and organizing media assets;
- Working with timelines and sequences;
- The students should understand the basics of video editing, and be capable of using video editing software;
- The trainer should provide the software during the sessions. CBM will provide the students with laptops and other necessary equipment;
- Provide practical support and guidance during the training;
- The trainer should encourage group discussions and facilitate conversations among participants. This will allow for the sharing of ideas, experiences, and best practices;
- Prepare final reports containing a summary of video editing training delivered, challenges, and recommendations for future similar trainings.

Requirements:

- Demonstrated experience in Marketing, Communications, or other relevant fields.
- Experience in managing social media accounts of influencers (international, national).
- Experience in social media and Video Editing training
- Excellent inter-personal communication skills including experience in facilitation of trainings/workshops.

Duration and time frame:

In total, there will be one training organized for both LOTs. However, the duration and schedule of the training will differ based on the LOTs. For LOT 1-Social Media Training, the duration of the training will be 3 days for 6 hours per day, with a total of 18 hours of training. For LOT 2-Video Editing Training, the duration of the training will be 2 days for 6 hours per day, with a total of 12 hours of training. The training will include breaks for meals and refreshments, as well as opportunities for participants to engage in group discussions and activities. The specific date and time of the training will be agreed upon between the facilitator and CBM.



Reporting:

- Narrative report after the completion of the training.
- Time Sheet

Additional information:

- Only complete applications will be taken into consideration.

How to apply:

To apply for this call, CBM invites interested individuals or companies, to submit the documents listed below by 18.05.2023 to the following address procurement@cbmitrovica.org

Interested applicants must send:

- Curriculum vitae (CV) outlining relevant qualifications and experience
- A summarized technical proposal: methodology, modules/topics
- Financial proposal
- For companies, a work portfolio should also be sent.

All documents must be submitted in English or Albanian.

Note: Please use “Trainer-Social Media and Video Editing” as the subject of your email.