

## Terms of Reference

Service:	Media Product Manager – Large media Innovation support
Project title:	Media Futures East Africa Project
Location:	Kenya
Assignment period:	15.8.2021-28.2.2022
Languages required:	English / Kiswahili
Application deadline:	14.07.2021

### I. Scope of work and deliverables

Within the framework of [Media Innovation Centre \(MiC\)](#) of the [Media Futures EA Project](#), we are seeking a Media Product Manager to lead and coordinate the support for three teams from larger Kenyan media houses in the ideation, planning and prototyping of new media products.

In its inaugural ideation and incubation offer to large media organisations, the MiC will be offering a six-month product design service for selected journalists from Kenya's leading media houses, to support them develop new, unique media and information products, that are engaging, viable and of public interest.

To support this, the Media Product Manager will be expected to deliver the following:

- Detailed needs assessment with 3 product teams, accounting for individual strengths and institutional requirements
- Development of a 6-month product development plan including capacity building events, trainings and coaching sessions to an equivalent of 3 days/month
  - The product development plan may include a variety of learning interventions and formats and should be adapted to the individual team needs
  - The capacity building sessions shall be planned in coordination with trainings offered through AKU-GSMC (see details below), the [MiC Innovators-in-Residence Program](#) and [Innovator Community training offerings](#)
- Coordination, management and implementation of the equivalent of 3 days learning experiences per month, including coordination with the trainer and feedback collection
- 6 months offering at least 2h product design coaching per week per team
- Identifying coaches and trainers for additional team support where necessary
- Ensuring highest confidentiality of ideas between participants and to external players
- Manage logistics and coordination for all trainers, coaches and participants
- Interim report outlining additional support needs for the 3-month coaching cycle
- Provide bi-weekly updates to the project team
- Final report outlining lessons learnt and required follow-up activities

## II. Timelines

- Needs assessment: 16/08/2021
- Finalised coordinated training plan: 30/08/2021
- 3 trainings per month: 01/09 – 30.11.2021
- Interim report: 5.12.2021
- Individualised coaching: 6.12.2021 – 25.2.2022
- Final report: 28.2.2021

NB: please note that these dates may vary depending on participant and trainer availability

## III. Criteria

Proposals will be evaluated according to the following criteria:

- Experience developing innovative products, particularly in the field of public interest journalism
- Extensive coaching and training experience, including managing teams through creative processes
- Excellent management and coordination skills
- Experience developing concrete training plans, maintaining training oversight and deliver detailed progress reports
- Proven ability to think outside the box
- Network within the (Media) Product Design market favourable
- Solid understanding of the impact of technology on news production
- Understanding of the East African media and/or technology and innovation landscape(s) an advantage
- Willingness and drive to push products into fruition, find innovative solutions to obstacles along the way and a passion to support public interest journalism
- Good teamwork and willingness to coordinate with additional resources within the Media Futures EA project and team
- High degree of flexibility and confidentiality regarding the products being developed
- High degree of confidentiality regarding the products being developed

## IV. Required documents

To apply please submit the following documents by latest July 14<sup>th</sup> to [dw-akademie.media-futures@dw.com](mailto:dw-akademie.media-futures@dw.com)

- Letter of application and suitability according to above-mentioned criteria
- Estimated number of days required to fulfil above-mentioned deliverables
- Expected daily rate in EUR incl. local VAT

## V. Framework

Period	15.8.2021-28.2.2022
Starting Date	15.8.2021
Duration of project:	6.5 months
Project language:	Please submit proposal in English
Reporting:	All documentation due no later than 14/07/2021

## V. About us:

### The Media Futures EA Project 2019-2022

DW Akademie and AKU-GSMC, Media Innovation Centre are collaborating within the Media Futures East Africa Project to support informed communities through viable media in East Africa. To this end and through partnerships we conduct research and training, and carry out acceleration and outreach, for media and other stakeholders. The Media Futures East Africa Project supports media that is free, independent, innovative, evidence-based and committed to society. Overall, the project aims to:

- 1) Bolster the viability of media outlets and
- 2) Galvanize media innovation in East Africa, with a focus not just on creative content but on new and sustainable business models for the future.

For more information on the project, please visit our [website here](#).

### Introducing DW Akademie

DW Akademie is Deutsche Welle's centre 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. For more information visit our [homepage](#).

### Introducing the partnership with the AKU Media Innovation Centre at the GSMC

The Graduate School of Media and Communications of the Aga Khan University (AKU-GSMC), hosting the Media Innovation Centre in Nairobi, aims to foster a diverse, independent, innovative, ethical, and economically thriving media and communications sector in East Africa that contributes to the creation of successful and sustainable societies in an era of technological and social change.

Through ongoing partnerships with the media industry and prestigious overseas institutions, the AKU enlists international and local expertise to help establish its programs and services. Accordingly, AKU-GSMC and the Media Innovation Centre are dedicated to advancing excellence in media performance, strengthening ethical practice, enhancing leadership, and promoting innovation and entrepreneurship across the media and communications sectors. For more information visit our website [Graduate School of Media & Communications | The Aga Khan University \(aku.edu\)](#)