



Puntland Youth and Social Development Association (PSA)

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TERM OF REFERENCE (TOR) FOR MEDIA LITERACY TRAINER

Location: Mudug, Puntland Federal State Somalia

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| Project Title | Joint Puntland and Galmudug Peace Initiative |
| Project Number | SSF- PHASE III Project Number: SSF-AGA-2024-004 |
| Activity Name | Hire a Media Literacy Training Facilitator |
| Duration | 4 days |
| Reports to | PSA Peace-building Initiative Lead |

About PSA

Puntland Youth and Social Development Association (PSA) is a non-profit organization established in 2002, dedicated to promoting social-related activities and peacebuilding initiatives in Puntland, Somalia. PSA focuses on safeguarding vulnerable populations, advocating for human rights, and facilitating community-driven peace processes. Through partnerships with local communities, government agencies, and international organizations, PSA has played a pivotal role in fostering stability, resolving conflicts, and enhancing governance in the region. Its programs prioritize inclusivity, conflict sensitivity, and sustainable development to create a peaceful and secure environment in Puntland.

Project Background

PSA, along with its consortium partners is implementing the SSF III project in the border region between Puntland and Galmudug, an area that has historically experienced inter-communal and inter-state conflicts but is now witnessing a sustained ceasefire and increased cross-border cooperation. SSF III aims to build on this progress by supporting inclusive political agreements, addressing grievances, promoting democratic processes, strengthening local governance, and enhancing accountability between citizens and the state. The project is engaging key stakeholders including the existing peace committees as well as the government in broader peace-building efforts to reinforce conflict resolution mechanisms and ensure their effectiveness in sustaining peace and stability.

The project is tackling several critical challenges, including recurrent inter-communal conflicts that threaten political settlements, the vulnerability of peace processes due to political divisions and external pressures, and competition over resources, particularly along the Puntland-Galmudug border. Recognizing the role of media in shaping narratives, the project is also addressing the risks posed by the proliferation

of social media without adequate media literacy, which has the potential to escalate tensions.

1. Scope of Work

The scope of work for a **Media Literacy Training Facilitator** involves conduct media literacy training on conflict-sensitive reporting, fake news, misinformation, disinformation, fact-based, and ethical journalism for social media influencers, local media outlets, and inter-state media councils.

- Developing a detailed training Manual, modules, and materials.
- Conducting training sessions with practical exercises, case studies, and group discussions
- Providing guidance on tools and techniques for journalism tools and technology
- Facilitating hands-on exercises in news reporting, including fieldwork simulations
- Evaluating participants' progress and providing a final report with recommendations for further capacity-building efforts.
- Equip participants with the knowledge and tools to critically analyze media messages, distinguish credible sources, and recognize biases
- Enable participants to identify misinformation, fake news, and clickbait tactics
- Improve understanding of digital platforms, online communication, and information verification
- Guide participants in designing and implementing media literacy campaigns

2. Duties and Responsibilities

The trainer will be responsible for the following tasks:

- Developing training materials and curricula on media literacy.
- Design workshop modules focused on media literacy
- Prepare advocacy strategies and techniques for the peace committee.
- Engage participants in interactive sessions to enhance understanding and application of training content.
- Provide post-training support and follow-up with participants to ensure the implementation of learned strategies.
- To promote awareness of ethical issues in digital media, such as misinformation, fake news, and content verification.
- To provide knowledge on data journalism and its applications in the digital era.
- Enhance the digital literacy and skills of journalists.
- Improve journalists' understanding of digital media tools, techniques, and platforms.
- Promote ethical standards and credibility in digital journalism.
- Empower journalists to create engaging multimedia content and interact effectively with their audience online
- Document the training process and outcomes for reporting and evaluation purposes.

3. Qualifications and Preferred Skills

Educational Background:

- A degree in journalism and communication or a related field.

Experience:

- 5 years of Proven experience in journalism and media training
- Strong understanding of ethical journalism
- Experience working with journalists, media organizations, and development partners.
- Excellent facilitation and communication skills
- Knowledge of the media landscape and challenges in Somalia context
- Expertise in human rights, digital activism, and media literacy, especially in Somalia
- Proven experience in designing and delivering training programs
- Excellent communication and facilitation skills

Skills:

- Strong knowledge of climate change issues and mitigation strategies.
- Excellent facilitation and communication skills.
- Ability to design and deliver engaging and effective training modules.
- Strong advocacy and conflict transformation skills.
- Cultural sensitivity and the ability to work with diverse groups.
- Proficiency in using digital tools for training and reporting.
- Fluency in English and Somali is a prerequisite. .

4. Deliverables

The trainer will work under the supervision of the SSF III Project Manager and in collaboration with project partners. The main objective is to equip social media influencers, local media outlets, and inter-state media councils on conflict-sensitive reporting, fake news, misinformation, disinformation, fact-based, and ethical journalism.

The trainer will be responsible for:

- Training manual and materials, including presentations and case studies.
- Interactive training sessions over the agreed period.
- Practical assignments and exercises for participants.
- Final training evaluation report with key observations and recommendations.

5. Duration of the Consultancy

- The consultancy will provide training for four days within May 2025.

6. General Assumptions and Dependencies

- The trainer will abide by all the PSA safeguarding policies, the consultant must exercise discretion and confidentiality, refraining from sharing training outputs outside the consortium without express permission.

7. Salary

Salary will be based on the consultant's qualifications and experience.

8. Application process

Interested candidates should submit the following;

- Updated CV highlighting relevant experience.
- Cover letter outlining the approach to conducting training on media literacy.
- Examples of previous work related to training on media literacy.
- Contact details for 3 professional references

All Applications should be submitted to: **Procurement @psasomalia.org** on or **before 10TH May 2025 at 11:59 pm** in the subject line **"Media Literacy Trainer"**