

TERMS OF REFERENCE

FOR THE CONSULTANCY CONTRACT OF: Media Training Consultant

1. **Duty Station of the Consultancy:** Bishkek, Kyrgyz Republic
2. **Duration of Consultancy:** March – June 2023
3. **Nature of the consultancy:** Under the overall supervision of the Head of Office, and the direct supervision of the Project Coordinator, the successful candidate will develop a comprehensive training curriculum based on the IOM Global Migration Media Academy (GMMA) initiative (<https://www.mediamigrationacademy.org/>) Materials for media representatives, social media accounts popular in the Kyrgyz Republic and TV Channel representatives, to train them on issues of xenophobia, discrimination, which international migrants face in Kyrgyzstan with a specific component on addressing anti-migrant rhetoric; on promoting safe and orderly migration for prospective migrants via social media; and addressing harmful beliefs and attitudes about the appropriate roles and behaviours of vulnerable women in the context of migration.

4. **Project Context and Scope:**

The International Organization for Migration (IOM) / UN Migration Agency is an intergovernmental organization founded in 1951 and is committed to the principle that humane and regulated migration benefits migrants and society.

The proposed project aims to promote social cohesion and migrant inclusive socio-economic growth by decreasing xenophobic and anti-migrant sentiments among the Kyrgyz host society and by increasing the safety of international migrants in Kyrgyzstan, especially students, through initiatives designed to enhance mutual positive perception. The project's main target group is international migrants residing in Bishkek and Osh cities, including international students, international migrant workers, and tourists visiting the country.

This assignment will also cover awareness raising of media representatives on opportunities to access managed recruitment services as well as services available to be better protected and prepared in recruitment and employment so that they in turn inform via their social media account the prospective migrant workers to be better informed and prepared to protect themselves throughout the migration cycle.

It will additionally contribute to promoting gender equitable attitudes and behaviour in regard to women in the context of migration by increasing awareness/understanding by media of the gender bias in target audience and by challenging and changing harmful behaviours and practices, and the beliefs, values, attitudes and norms that underlie them.

5. **Projects to which the Consultant is contributing:** "Promoting Social Cohesion by Combatting Xenophobia and Anti-Migrant Sentiments Against International Migrants in the Kyrgyz Republic" (IS.0101); "Supporting safe and orderly migration from Kyrgyzstan and Tajikistan to the UK" (LM.0491); "Labour Migration Programme - Central Asia" Project (LM.0479); and "Protection of Vulnerable Migrants with Special Emphasis

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on Empowering Women in the Context of Migration in Central Asia” (PX.0327).

6. Tasks to be performed under this contract

- a) In cooperation with IOM, develop a comprehensive two-day training curriculum based on the IOM Global Migration Media Academy (GMMA) initiative (<https://www.mediamigrationacademy.org/>) materials on issues of xenophobia, discrimination, which international migrants face in Kyrgyzstan with a specific component on addressing anti-migrant rhetoric; on promoting safe and orderly migration for prospective migrants via social media; on addressing harmful beliefs and attitudes about the appropriate roles and behaviours of vulnerable women in the context of migration by applying Social and Behavior Change Communication approach.
- b) Select 50 trainings participants from media representatives (mainly online news media), social media accounts popular in the Kyrgyz Republic and TV Channel representatives, journalists/reporters;
- c) Conduct two-day training for media representatives (mainly online news media), social media accounts popular in the Kyrgyz Republic and TV Channel representatives, journalists/reporters;
- d) In cooperation with IOM SMM Consultant, develop all visual materials and information products for IOM’s social media channels;
- e) Monitor and evaluate the training participants’ knowledge before and after the training on the subject of xenophobia, discrimination, which international migrants face in Kyrgyzstan with a specific component on addressing anti-migrant rhetoric; safe migration; and on identifying and addressing harmful beliefs and attitudes about the appropriate roles and behaviours of vulnerable women in the context of migration.
- f) Monitor the communication channels of the training participants after the trainings;
- g) Prepare the final report with the results of media monitoring and evaluation of participants’ knowledge.

7. Performance indicators for the evaluation of results

- Two-day training curriculum;
- 50 media stakeholders trained;
- 40% of knowledge increase among media stakeholders as a result of the training.
- Final report, approved by IOM, with the results of media monitoring and evaluation of participants’ knowledge.

8. Education, Experience and/or skills required

- Bachelor’s degree in Journalism, Communications, Media, Social Sciences, or another related field;
- At least 5 years of experience in developing and conducting media trainings;
- Proven communication skills, with a strong command of Russian and/or Kyrgyz language.

9. Travel required: N/A

10. Competencies

Values

- **Inclusion and respect for diversity:** respects and promotes individual and cultural differences; encourages diversity and inclusion wherever possible.
- **Integrity and transparency:** maintains high ethical standards and acts in a manner consistent with organizational principles/rules and standards of conduct.
- **Professionalism:** demonstrates ability to work in a composed, competent and committed manner and

exercises careful judgment in meeting day-to-day challenges.

Core Competencies – behavioural indicators

- **Teamwork:** develops and promotes effective collaboration within and across units to achieve shared goals and optimize results.
- **Delivering results:** produces and delivers quality results in a service-oriented and timely manner; is action-oriented and committed to achieving agreed outcomes.
- **Managing and sharing knowledge:** continuously seeks to learn, share knowledge and innovate.
- **Accountability:** takes ownership for achieving the Organization's priorities and assumes responsibility for own action and delegated work.
- **Communication:** encourages and contributes to clear and open communication; explains complex matters in an informative, inspiring and motivational way.