Terms of Reference

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<th>Position Title</th>
<th>Trainer for Digital Communication Strategy Training</th>
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<tr>
<td>Programme/Unit</td>
<td>Citizen and Youth Empowerment Programme</td>
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<td>Reporting to</td>
<td>Citizen and Youth Empowerment Programme Coordinator</td>
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<td>Type of Contract</td>
<td>Consultancy</td>
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<tr>
<td>Duty Station</td>
<td>Phnom Penh Office, Cambodia</td>
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<td>Starting Date</td>
<td>As soon as possible</td>
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1. **Background:**

Transparency International Cambodia (TI Cambodia) is a fully accredited National Chapter of Transparency International Secretariat based in Berlin, Germany. With more than 100 Chapters worldwide, we work together with all relevant stakeholders including the government, civil society organisations (CSOs), development partners (DPs), private sector, media and individuals to promote integrity and reduce corruption.

TI Cambodia has successfully implemented its 1st Strategic Plan 2012-2015 and 2nd Strategic Plan 2016-2019. In preparation for the effective execution of next Strategic Plan 2020-2022, Phase III “Collective Actions Against Corruption (CA2C)”.

“Advocacy 4.0” focuses on delivering technology related knowledge and skills necessary for a stronger and more effective advocacy to active and potential youth organizations and informal youth groups. Digital communication strategy training aims to equip them with up to dated knowledge related to online advocacy to them so that they can better advocate for their causes in areas of both social and political engagement.

2. **Overall Goal of the Position:**

The overall goal of this position is to ensure professional and effective delivery of Digital Communication Training to youth organization to enhance their capacity of online advocacy.

3. **Objectives:**

- To enhance capacity of CSOs, informal groups, and social media influencers on digital communication strategy.

4. **Expected Deliverables:**

- A summarized training manual including content and methodology for Digital Communication Strategy Training for both beginner and intermediate level;
- Two three day trainings on Digital Communication Strategy Training – one beginner level and one intermediate level;
- Two half day follow up workshops; and
- Pre-test and post-test for the two levels of Digital Communication Strategy Training.
5. **Roles and Responsibilities:**

- With consultation with Citizen and Youth Empowerment Programme coordinator, produce training manual for digital communication strategy trainings both for beginner and intermediate;
- Advice on selection criteria and capacity of expected participants through online application;
- Produce pre-test and post-test for the two levels of Digital Communication Strategy Training;
- With assistance from TI Cambodia, conduct and deliver Two three day trainings on Digital Communication Strategy Training – one beginner level and one intermediate level;
- With TI Cambodia, attend two half day follow up workshops to provide feedback to trainees;
- Be responsible for the effective planning of the implementation;
- Be responsible for leading and facilitating all trainings; and
- Work with TI Cambodia to select three youth-innovation project initiated by trainees to implement digital communication strategy in their respective organization.

4 **Required Knowledge, Experience and Skills:**

- Be a recognized individual(s) graduated from any program or any university related to media, communication, and/or arts;
- Experienced trainer on digital communication, social media, public relations and media especially in the field of social advocacy;
- Demonstrate interest in citizen and youth empowerment in leadership, civic engagement and good governance and political engagement;
- Be creative and inspirational in delivering trainings;
- Have extensive experience in writing, publication, and social media channel;
- Have a compilation of previous portfolios either in individual or from workplaces;
- Be good at communications skills, working in team and respecting deadline; and
- Be fluent in English and Khmer with a proven ability to communicate both verbally and in writing.