



Call for Expression of Interest

Roster of Audiovisual Experts

PROJECT: “Breaking the Moulds, Shaping the future”

Grant Contract: IPA/III/2023/451-706

I. Background

Freedom of expression and media freedom is also closely linked to gender equality. When women's voices and perspectives are silenced or marginalized in the media, it limits their ability to fully exercise their freedom of expression. Women in the media industry face not only the challenges of underrepresentation, limited visibility, and inadequate media content, but they also experience a lack of work safety. This not only deprives them of basic labor rights such as maternity leave, social and health insurance, but also exposes them to sexual harassment, threats, and misogyny off and online.

Breaking moulds - Shaping the future project implemented by Albania Women in Audiovisual in partnership with SCiDEV center, funded by European Union aims to introduce a set of tested interventions which include training, content and platform creation which will champion women as role models, as subjects and objects of stories relevant for professional media community and the wider society. The project activities are designed to strengthen media professionalism and promote ethical and responsible media practices through capacity building, training, and the development and implementation of gender equality policies and guidelines for media professionals and companies; launching new media platforms; promoting community and networks of women in media across Albania; introduce mentorship cycle between women in media to build collective power and safety of women journalists.

This project involves at least 70 Journalists, 100 Students of Journalism and multimedia and 20 Women in Audiovisual and engages with 20 Media Outlets, 5 Universities and diverse stakeholders (CSOs, International Experts, Educators and Legislators)

Main objective of the project:

- Objective 1. Journalists and the public expressed themselves without fear of bias or prejudices through an online media platform.
- Objective 2. Women in the media build safety in the workplace by strengthening solidarity, collaboration and professional support between them.

2. Purpose of the Call

This call is targeting relevant expertise (four different experts) related to objective 1 of the action. Individual experts, specialized in the audiovisual sector operating in the field of media production, gender studies, and media ethics with relevant experience are eligible to apply.

Individuals registered in the Roster will be available for consideration whenever relevant opportunities arise. The scope of work, duration of each engagement, and compensation will be established on a case-by-case basis in accordance with the specific work assignments identified.

Experts will work in a team together with other local facilitators. The purpose of this Call is to identify qualified and experienced experts specialized in the following areas:

- **Production with a Gender Lens:** Strategies for planning and producing content that promotes gender equality.
- **Scripting for Equality:** Techniques for writing scripts that challenge stereotypes and represent diverse perspectives.
- **Editing and Sound Design:** Best practices for editing and sound design that enhance the narrative's gender sensitivity.
- **Camera Work and Visual Storytelling:** Skills for capturing visuals that break gender norms and promote inclusivity.

The Experts will be contracted to deliver their services based on the need and according to the annual plan of the project.

The Experts will work under the supervision of Project Manager, to whom the Experts will directly report with regards to the implementation of the task. Each expert will perform the duties listed below.

3. Duties and Responsibilities

- Reviewing key official documents such as the Mapping and Assessment Report offered value information regarding capacities of journalists and students of journalism and multimedia producing gender sensitive content.
- Design and develop one-day workshop programme (for approximately 25 journalists and professionals in the audiovisual sector) in accordance with the set objectives and in close coordination with the Albanian Women in Audiovisual. The documents including material for interactive training (PowerPoint presentations, hand-outs, case studies and relevant exercises, minimum 10 pages/slides) and evaluation sheets (1-2 pages) should be made available in English language.
- Deliver the interactive one-day workshop in Tirana for approximately 25 participants (4 groups in 4 working days in total)
- Prepare a final report (minimum 5 pages) in English about the process and the final recommendations for the future activities.
- Deliver at least one compelling video message that effectively communicates the value of the opportunity and encourages the right candidates to apply.

4. Experience and qualification of the Experts

The desired experience and qualifications of the Experts are the following:

- University degree in the media, public administration or relevant field; gender studies would be considered an asset;
- Professional experience in preparing and delivering trainings on the topic of the gender equality and gender-mainstreaming;
- 15+ years of knowledge and work experience in media sector on the field listed below:
 - Production with a Gender Lens
 - Scripting for Equality
 - Editing and Sound Design that enhance a narrative's gender sensitivity.
 - Camera Work and Visual Storytelling that influence the audience's perception of gender.
- Experience in adult learning concepts and theories and able to stimulate participants to take active part;
- Excellent negotiation, organizational and coordination skills;
- Ability to work with minimal supervision;
- Advanced level of written and spoken English.
- Very good interpersonal skills and demonstrated ability to work in teams and with groups composed of individuals of different cultural and political backgrounds, while maintaining impartiality and objectivity;
- Demonstrated gender awareness and sensitivity, and an ability to integrate a gender perspective into tasks and activities;
- Previous experience working with other international organizations would be considered as an asset;

5. Contractual Arrangements

Being included in the roster does not imply the obligation of Albanian Women in Audiovisual to engage any expert or to establish any contractual relationship between Albanian Women in Audiovisual and them.

6. Submission of the documents

The deadline for submission of the documents is **June 14, 2024**.

Interested candidates should submit the following documents to the e-mail address: awa.albania@gmail.com



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Please indicate in the **e-mail subject** a specification about your application: *Breaking the Moulds, Shaping the future - Roster of Audiovisual Experts –Name Surname –*

- An expression of interest to provide the required service, specifying the area/areas in which you express your interest (please see section “2. Purpose of the Call”).
- CV highlighting the expertise related to this ToR and to the specific topics of interest.
- Please specify if you are a registered entity with tax office.

Only candidates selected to be included in the Roster of Audiovisual Experts will be notified. The selected candidates will be contacted only when a suitable assignment may arise.

Albanian Women in Audiovisual embraces diversity in its hiring, welcoming individuals of all religions, ethnicity, gender, and orientation to apply.