

## USAID's Civic Engagement Project

### CALL FOR EXPRESSION OF INTEREST: TRAINING CONSULTANT (VIDEO ADVOCACY)

Under USAID's Civic Engagement Project (CEP), the Association for Democratic Initiatives (ADI) is seeking one (1) qualified training consultant to implement a one-day training for up to 25 young participants (age 18-25) on the topic **Video Advocacy**.

**The Video Advocacy Training** is expected to equip the participants with knowledge and skills for integrating technology with youth advocacy efforts to affect social change, particularly in 1) recruiting people to join a cause, 2) organizing collective actions, 3) raising awareness and shaping attitudes, 4) raising funds to support a cause, and 5) communicating with decision makers and stakeholders. The training will combine video technology and youth advocacy; hence increase their self-efficacy as young activists. The participants are expected to receive training for larger policy-based advocacy efforts that will address various social determinants affecting people in their communities.

The Civic Engagement Project (CEP) is a five year USAID-funded program that works to achieve two objectives: (1) strengthen constructive engagement by civil society organizations (CSOs) on policies and issues of public concern; and (2) increase and sustain youth engagement in public life in North Macedonia. CEP is implemented by East West Management Institute Inc. (EWMI), in partnership with four local CSOs: the Foundation for Internet and Society "Metamorphosis" (Metamorphosis), the Association for Democratic Initiatives (ADI), the Foundation Open Society Macedonia (FOSM), and National Youth Council of Macedonia (NYCM).

CEP consists of the following four components: (i) Strengthen Civil Society Organization Alliances; (ii) Strengthen CSOs; (iii) Strengthen Youth Engagement; and (iv) Strengthen Youth Activism.

ADI is responsible for providing capacity development assistance to LEAD grantees on topics relevant to their interest and grant activities.

### DESCRIPTION OF ENGAGEMENT:

The selected candidate will:

- Draft training program outline, methodology, agenda, training related materials/handouts for the one-day training program in close coordination with CEP team;
- Conduct one-day training, provide assignments to the participants, facilitate group discussions, provide expert support to the CEP team; and
- Submit a report on the outcome of the training.

The working language of the training will be English. The training will take place in Skopje during the second half of April 2019.

### SELECTION CRITERIA:

The ideal candidate should have:

- Minimum of five (5) years work experience in the field of advocacy campaigns, with strong knowledge in traditional and new media communications and technologies
- Minimum five (5) years of professional experience developing and providing capacity building training programs in the required field.
- Excellent knowledge of English language (oral and written); and

- Minimum two (2) years of experience working with youth (individuals, and/or youth CSO's).

#### **APPLICATION PROCESS:**

Interested candidates are requested to submit the following:

- Current CV in English language;
- Names and contacts of three (3) references;
- Proposed net daily rate.

Please submit the requested documents to [katica@adi.org.mk](mailto:katica@adi.org.mk) with the subject line " Training Consultant: Video Advocacy" no later than **April 9, 2019 by 16.00 hours**. Only shortlisted candidates will be contacted.