

Terms of Reference (TOR)

Facilitator – Community Sensitization & Citizen Journalism Training

Project Title: Enhancing Nature Crimes Reporting and Community Awareness

Implementing Organization: Association of Media Women in Kenya (AMWIK)

Date: 29th September 2025

Location: Kajiado County (social hall to be confirmed)

Background

Kajiado County serves as a vital wildlife corridor linking Amboseli, Maasai Mara, and Tsavo, while also bordering Tanzania. Despite its ecological importance, the county faces rising threats from nature crimes including illegal wildlife trade, land conversion, and unregulated sand harvesting. These crimes are often tied to organized criminal networks and corruption, leading to insecurity and loss of community livelihoods.

Local residents, however, remain under-equipped to recognize, document, and report these crimes effectively. Strengthening their capacity through sensitization and citizen journalism training is essential to amplify community voices, support efforts of addressing nature crimes, and foster accountability.

Purpose of the Assignment

The facilitator will lead sessions on citizen journalism and mobile reporting during the one-day sensitization forum. The purpose is to build participants' knowledge, skills, and confidence in documenting and reporting nature crimes, human-wildlife conflict, and related community issues.

Objectives of the Training

The facilitator will help achieve the following objectives:

1. Sensitize residents on the impacts of nature crimes and the benefits of sustainable practices, community reporting, and collective action.
2. Train the 20 community members in basic citizen journalism and mobile reporting skills.
3. Provide participants with practical skills in ethical storytelling, fact verification, and using reporting templates and mobile tools.

Scope of Work

The facilitator will:

- Deliver interactive training sessions on:
 - Basics of citizen journalism and storytelling.
 - Mobile reporting tools and practical demonstrations.
 - Ethics, accuracy, and verification in reporting.
 - Use of community reporting templates through hands-on exercises.
 - Guide participants in drafting sample reports and provide constructive feedback.
 - Contribute to the formation of a peer reporting network.
- Submit a short facilitation report (2–3 pages) summarizing the sessions and recommendations.

Deliverables

- Training session materials (PowerPoint, handouts, exercises).
- Successful delivery of training sessions on 29th September.
- Participant outputs (sample community reports).
- Post-training facilitation report.

Duration & Location

- **Duration:** 1 day (29th September 2025).
- **Location:** Kajiado County (venue to be confirmed).

Qualifications

- Proven experience in journalism, citizen journalism, or media training.
- Knowledge of nature crimes.
- Strong facilitation skills with community groups.
- Familiarity with mobile reporting tools and participatory training approaches.
- Fluency in English; knowledge of Kiswahili and Maasai language is an added advantage.

Application Details

Interested facilitators are invited to submit:

- A brief expression of interest (max 2 pages) outlining relevant experience.
- CV with references.
- Proposed facilitation fee (inclusive of preparation, delivery, and reporting).

Deadline for submission: 19th September 2025

Applications should be sent to:

Re: Facilitator – Community Sensitization & Citizen Journalism Training

The Executive Director , Association of Media Women in Kenya (AMWIK)

Email: info@amwik.org