Terms of Reference (ToR) for Multimedia Expert Consultant

Position Title: Multimedia Expert Consultant

Contract Type: Short-Term Consultancy

Duty Station: Phnom Penh, Cambodia

Duration: 01 July 2026 – 31 March 2027

Reporting To: Project Manager

Technical Coordination: News Director and HR & Admin Manager

Background

CamboJA is implementing a media viability initiative aimed at strengthening its capacity to produce visual journalism and social media-first content. The project seeks to establish production workflows, enhance newsroom staff/freelance contributors' skills, and improve audience engagement through the development of platform-appropriate content formats across its digital platforms.

The initiative focuses on strengthening visual storytelling across CamboJA's Khmer and English-language websites, as well as its social media channels, including Facebook, Instagram, TikTok, YouTube, and Telegram. The project also includes the establishment of a video and podcast production studio and the development of new content products, including short-form videos, social media-first content, visual explainers, livestreams, and video podcast programmes.

Through two structured trainings, practical content production, and ongoing coaching, the project aims to strengthen the multimedia production capacity of CamboJA's newsroom staff and freelance contributors while also supporting the development of emerging journalism talent through the participation of media students.

To support these efforts, CamboJA seeks a Multimedia Expert Consultant to provide specialized technical expertise in content format development, production workflows, capacity building, and multimedia content innovation.

Objective of the Assignment

To provide specialized technical expertise that strengthens CamboJA's capacity to produce engaging digital journalism products across its websites and social media platforms through the

development of content formats, video podcast concepts, production workflows, training programmes, and practical coaching.

The consultant will support the design and implementation of a capacity development programme that combines structured training, practical content production, and ongoing coaching to strengthen visual storytelling and social media-first journalism practices within the newsroom.

Scope of Work and Key Responsibilities

1. Training Needs Assessment and Capacity Analysis

- Conduct a training needs assessment to identify existing skills, knowledge gaps, and capacity development priorities relevant to CamboJA's efforts to strengthen visual storytelling and digital content production.
- Assess newsroom capacity, existing workflows, and content production practices related to video, visual storytelling, social media content, and digital audience engagement to identify room for improvement.
- Consult with newsroom management, editorial staff, and project personnel to identify organizational priorities and opportunities for strengthening multimedia production capacity.
- Produce written recommendations to inform training design, coaching approaches, and newsroom capacity development efforts.

2. Visual Storytelling and Content Format Development

- Review audience insights, digital news consumption habits, and existing content strategies to inform the development of visual storytelling approaches, content formats, and publishing styles.
- Develop a visual storytelling and content format framework tailored to CamboJA's editorial priorities and audience engagement goals.
- Identify suitable formats for presenting public-interest journalism across websites and social media platforms, including short-form videos, explainers, social media packages, visual summaries, livestream content, video podcasts, and other platform-specific formats.
- Provide recommendations on video podcast concepts, formats, production approaches, audience positioning, and publishing strategies.
- Develop a Digital Content Format and Production Plan that identifies priority content formats, publishing approaches, workflow considerations, and audience engagement opportunities across CamboJA's websites and social media platforms.
- Recommend publishing approaches, content packaging methods, and production workflows appropriate for CamboJA's Khmer and English websites and social media channels.

3. Training Curriculum and Learning Materials Development

- Design a structured capacity development curriculum for approximately 20 participants, including newsroom staff, freelance contributors, and media students.
- Develop training modules covering relevant topics such as:
    - Visual storytelling
    - Social media-first journalism
    - Mobile journalism
    - Short-form video production
    - Video podcast production
    - Livestreaming
    - Digital audience engagement
    - Platform-specific content optimization
- Develop practical exercises and learning resources.
- Ensure training materials are suitable for participants with varying levels of professional experience and technical skills.

4. Studio Development and Production Workflow Design

- Provide technical advice on the studio utilization approaches appropriate to CamboJA's operational needs.
- Recommend practical production workflows covering planning, recording, editing, publishing, and distribution of digital content.
- Recommend content production standards and quality assurance processes.
- Support the integration of visual storytelling and social media-first production practices into newsroom workflows.

5. Training Delivery, Coaching, and Technical Mentorship

- Facilitate or co-facilitate two structured training programmes for 20 participants during the project period.
- Provide ongoing coaching and technical mentorship to participants following the trainings.
- Support participants in applying newly acquired skills through the production of multimedia content using the studio facility and production equipment.
- Provide technical feedback on pilot content productions and recommend improvements.
- Support newsroom staff, freelance contributors, and media students in developing practical skills and confidence in visual storytelling and digital content production.
- Promote peer learning and knowledge sharing among participants.

6. Ongoing Technical Advisory Support

- Provide periodic technical advice to the Project Manager and Management Team throughout the consultancy period.
- Support refinement of content formats, production workflows, and content production practices based on implementation experience and audience feedback.
- Contribute recommendations related to audience engagement, platform optimization, and content innovation.
- Provide technical orientation and handover to the Head of Video Production and Video Production Team to support continuity and institutionalization of project outputs.

Expected Deliverables & Timeline

Milestone	**Deliverables**	**Delivery Date**
1	Inception Report including Training Needs Assessment Tool	10 July 2026
2	Training Needs Assessment Report, including findings and recommendations.	20 July 2026
3	Capacity Development Curriculum and Training Materials	30 July 2026
4	Recommended Digital Content Format, Practical Production Workflow, Content Production Standards and Quality Assurance Processes (The recommendations should include publishing approaches, platform-specific considerations, and audience engagement recommendations.)	20 Aug 2026
5	Delivery or co-delivery of the first-round structured training programmes (series of half-day sessions), followed by ongoing coaching and technical mentorship provided during practical content production activities.	Week 1 – Week 4 of Sep 2026
6	Technical feedback and recommendations on pilot content productions after phase-I experiment	15 Oct 2026
7	Delivery or co-delivery of the second-round structured training programmes (series of half-day sessions), followed by ongoing coaching and technical mentorship provided during practical content production activities.	Week 1– Week 4 of Dec 2026
8	Technical feedback and recommendations on pilot content productions after phase-II experiment	15 Jan 2027

9	Technical handover briefing and documentation for the Head of Video Production and Video Production Team.	Feb – mid Mar 2027
10	Consultancy Completion Report, including lessons learned and recommendations for sustaining visual storytelling and digital content production capacity within CamboJA.	25 Mar 2027

Required Qualifications and Experience

Education

- Advanced degree or professional qualification in journalism, multimedia production, digital media, communications, or a related field.

Professional Experience

- At least seven years of professional experience in multimedia journalism, digital storytelling, visual journalism, video production, audience engagement, or related fields.
- Demonstrated experience developing digital content formats for websites and social media platforms.
- Experience designing and delivering professional training programmes and capacity development initiatives.
- Experience developing content strategies, production workflows, or newsroom innovation initiatives.
- Experience advising media organizations on digital content development and audience engagement.
- Experience working with independent media organizations or media development projects is an advantage.

Competencies

- Strong understanding of visual storytelling, digital journalism, and audience engagement.
- Expertise in short-form video production, social media content development, and digital storytelling formats.
- Familiarity with video podcast production, livestreaming, and platform-specific content optimization.
- Strong facilitation, coaching, and mentoring skills.
- Strong analytical, planning, and communication skills.
- Understanding of Gender Equality, Disability, and Social Inclusion (GEDSI) principles and their application in media development and capacity-building programmes.
- Demonstrated commitment to fostering inclusive participation and accessible learning environments.

- Understanding of child rights principles and commitment to safeguarding the rights, wellbeing, and protection of children and young people in all professional interactions and project activities.
- Commitment to ethical, independent, and public-interest journalism.
- Demonstrate willingness and commitment to adhere to and uphold CamboJA's organizational values, policies, and procedures.

Application Requirements

Interested candidates should submit:

- A cover letter outlining relevant experience and suitability for the position.
- Resumé
- Portfolio of relevant work.
- Contact details of at least two professional references.
- A technical proposal and proposed fee, inclusive of tax.

How to apply

Interested candidates should submit their applications to applications@camboja.net by June 25, 2026 before 6pm. Please include " Multimedia Expert Consultant" in the subject line. Only shortlisted candidates will be contacted.

CamboJA is committed to promoting gender equality, disability inclusion, social inclusion, and safeguarding in all aspects of its work. The successful candidate will be expected to uphold CamboJA's safeguarding policies and contribute to creating a safe, respectful, and inclusive environment for staff, interns, trainees, and other stakeholders.