



Vacancy: Training and content development consultant on the AWiM project on AI, Newsrooms and African Women Journalists.

Organization: African Women in Media (AWiM)

Location: Remote

Language: English

African Women in the Media is an international non-governmental organization with the aim to positively impact the way media functions in relation to African women. Our members are African women from a diverse range of media backgrounds. Our vision is that one-day African women will have equal access to representation and opportunities in media industries and media content. African Women in the Media (AWiM) aims to contribute to the creation of enabling environments for African women who work in media industries, and to change the way African women are represented in media content. It does this through knowledge of production, training and partnerships.

Summary

AWiM's recently concluded research report on the gendered impact of artificial intelligence within African newsrooms, highlights how technological adoption intersects with existing social inequalities. Through interviews, focus groups, and surveys, the study reveals that women often perform invisible labour by teaching themselves AI tools despite a lack of formal organisational support. The findings identify significant technological trust gaps and safety concerns, noting that AI can reinforce sexist stereotypes or increase the risk of online harassment for female journalists.

To address these issues, the report proposes gender-responsive policies and the creation of specialised capacity building and training initiatives to foster technical leadership among women. Ultimately, the work advocates for localised AI integration that prioritises ethical standards and authentic storytelling while protecting the professional integrity of journalists.

Training Goal: Drawing on the research, the capacity-building initiatives are designed to move AI adoption from a fragmented, individual-led process to a structured, institutionalised, and gender-responsive framework.

Specific Objectives:

1. Information Literacy- To disseminate the findings of the research report and raise awareness on the gendered impact of AI within African Newsrooms.
2. Capacity Building- To strengthening technical internal and external capacities to foster technical expertise among women in media and foster use and adoption of the guidelines on the ethical and responsible use of AI in Newsrooms.

AWiM is therefore looking for three training consultants to develop the following training courses:

1. Gender-Responsive AI Policy and Leadership



This training involves capacity-building for **media managers and executives** to develop and implement formal, gender-sensitive AI governance frameworks. As AI begins to automate editorial decisions and content distribution, there is a significant risk of reinforcing glass ceilings and historical gender biases. This training empowers executives to view AI as a management challenge that requires a gender-sensitive lens to ensure the newsroom remains inclusive and equitable.

Participants will engage in high-level strategic planning, focusing on the creation of robust "Gender-AI Integration Roadmaps." The curriculum will guide leaders through the complexities of algorithmic transparency and the ethics of automated hiring or promotion tools. By the end of the course, managers will be equipped to implement formal policies that protect against gender-based discrimination in both the content produced by AI and the internal workplace structures governed by it.

Beyond policy drafting, the course will emphasise the role of leadership in "futureproofing" the careers of female staff. It will provide frameworks for reskilling and ensuring that women are represented in the decision-making committees that select and deploy newsroom technology.

2. Cultural Localisation and African-Centric Design of AI tools

Most mainstream AI models are trained on datasets that heavily favor Global North perspectives, languages, and cultural norms. This course is designed to disrupt that trend by training African journalists to become architects of their own digital tools. It explores the "digital sovereignty" of African media, focusing on training journalists to develop and use localised AI tools that account for local dialects, proverbs, and social sensitivities.

The training transitions from theory to practical application, focusing on the adaptation of Large Language Models (LLMs) for the African context. Journalists will learn to work with "Low-Resource Language" datasets, exploring how AI can be used to preserve and promote indigenous languages in news reporting. This involves understanding the technical limitations of current tools and finding innovative "human-in-the-loop" workarounds to ensure accuracy in local reporting.

Ultimately, this course aims to produce a generation of media practitioners who can demand and build AI that reflects their audience's reality. By mastering African-centric design, journalists will be able to create hyper-local content that resonates more deeply with their communities, ensuring that the transition to AI-driven media does not result in the homogenization of African stories.

3. AI Literacy and Technical Mastery for women in media

This is a high-intensity, technical "deep dive" designed to close the digital skills gap for women in media. This course focuses on high-level competency in prompt engineering, where participants learn to use "Chain of Thought" and "Iterative Feedback" techniques to turn AI into a sophisticated research and investigative partner.



The curriculum is structured around the data lifecycle—from raw data collection and annotation to final output verification. Trainees will gain hands-on experience in "Prompt-based Programming" and data curation, skills that are becoming essential for editorial leadership in the 21st century. The training moves beyond simple text generation to include the use of AI for complex data visualization, audio-to-text forensics, and automated factchecking against trusted databases.

Training Delivery

All three courses will be delivered **online** via self-paced learning on **AWiMLearning** coupled with weekly **live sessions on Zoom/Teams** for four weeks. This hybrid model balances the flexibility of self-paced technical modules with the rigor of weekly live interactions between the trainees and the trainer. The live sessions allow for real-time troubleshooting and collaboration where participants solve newsroom-specific problems using AI. The goal is to move beyond basic literacy into true technical mastery, positioning women to lead AI departments and innovation labs within their organizations.

Roles and responsibilities of the consultant:

The consultant will therefore:

1. Utilise and build on the existing resources, especially the recently developed guidelines and ethics of AI use in newsrooms.
2. Design and develop simple and effective training content on either of the course topics above using engaging course content and formats including but not limited to graphics, explainer videos, visuals, audio, audio-visual, gamification etc.
3. Deliver this training through self-paced content on our virtual learning platform www.awimlearning.com and through four weekly live webinars.
4. Developing feedback tools to assess the effectiveness of the content.
5. Be available to guest edit AWiM weekly newsletter(s) and to contribute to promotional materials developed to promote the training.

Deliverables for each training course:

The following deliverables are expected from the consultants for each of the three courses:

1. **Comprehensive Course Syllabus:** A detailed roadmap outlining the modules, learning objectives, weekly themes, and assessment criteria for the full duration of the training.
2. **E-Learning Content Suite:** Development of all digital assets for AWiMLearning, including:
 - Pre-recorded video lectures or interactive presentations.
 - Reading lists, case studies, and practical "how-to" guides.
 - Self-assessment quizzes and knowledge checks.
3. **Facilitation of Weekly Live Sessions:** Planning and leading high-energy online meetings (via Zoom/Teams) focused on troubleshooting, live demonstrations, and peer-to-peer collaboration.
4. **Technical Toolkits & Templates:**
 - *For Governance:* Draft policy templates and bias-audit checklists.



- *For Localisation:* Prompt libraries and datasets for African-centric tool testing.
 - *For Mastery:* Advanced prompt engineering cheat sheets and data annotation workflows.
5. **Participant Evaluation & Capstone Mentorship:** Providing personalized feedback on participants' final projects or "Action Plans" to ensure they can apply their learning in their respective newsrooms.
 6. **Final Training Impact Report:** A summary document detailing participant progress, engagement metrics, and recommendations for future training iterations.

Requirements

1. **Subject Matter Expertise:** Deep technical or strategic knowledge of Generative AI, specifically within the context of newsrooms and editorial workflows.
2. **Sector Experience:** Minimum of 5–8 years in the media industry, with a proven track record of implementing digital transformation or policy frameworks.
3. **Gender and Digital Rights:** Understanding **AI and Technology -facilitated Gender-Based Violence (TFGBV)**, including deepfakes, synthetic harassment, and the broader implications of TFGBV on women in media.
4. **Pedagogical Skill:** Demonstrated experience in adult learning and designing curriculum for e-learning environments (LMS).
5. **Socio-Cultural Fluency:** A strong understanding of the African media landscape and the specific challenges related to gender equity and linguistic diversity in tech.
6. **Communication:** Ability to translate complex technical AI concepts (like NLP or data annotation) into actionable insights for non-technical media executives and journalists.
7. **Technical Proficiency:** Mastery of industry-standard AI tools (LLMs, Diffusion models) and familiarity with data ethical standards and copyright laws.
8. **Cross- Cultural Competence:** Ability to work with people from diverse cultural, ethnic, religious, and national backgrounds.
9. **Fluency in written and spoken English is MANDATORY.**

We look forward to receiving your application, which should include the following materials:

1. Your CV (1-2 pages max), tailored to highlight specific AI, gender and media proficiency.
2. Links to previous training materials, white papers, strategic pedagogical approaches or newsroom AI policies that you have developed or drafted.

Please submit your application no later than **February 20 2026**, to blissing@africanwomeninmedia.com using the subject line "Luminate 2025 training consultant". We encourage you to engage with both the [research report](#) and the [toolkit](#) as you develop your training methodology.

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AFRICAN WOMEN IN MEDIA DOES NOT CHARGE A FEE AT ANY STAGE OF THE RECRUITMENT PROCESS (APPLICATION, INTERVIEW MEETING, PROCESSING OR TRAINING).