WE ARE LOOKING FOR AN
EXPERT IN MEDIA TRAINING

The World Health Organization is looking for an English-speaking experienced trainer to deliver a media training to its professional staff in November 2019 in its office located at the Ministry of Public Health, Tiwanon Rd, Nonthaburi (or another identified venue in Bangkok).

WORK TO BE PERFORMED - DELIVERABLES

1. Basic media training (1 full day)
Audience: All WHO Thailand national professional staff (4), and international professional staff who are not trained yet in basic media skills (possibly 1 or 2).
Objectives: participants should be able to do written, radio, and TV interviews as well as write social media posts on non-controversial subjects, with national media on material that they were familiar with.
Skills to learn:
   • For written, radio and on camera media contact
     - How to approach and prepare for a media interview
     - Questions to ask before the media contact
     - How to develop message
     - Bridging to main messages
     - Importance of non-verbal communication
     - Critical do’s and don’ts
   • For social media: how to write short but complete messages that attract the media and general public

2. Advanced media training (2 full days)
Audience: WHO Thailand International professional staff (4-5).
Objectives: participants should be able to do written, radio and TV interviews on controversial subjects, with international media.
Skills to learn:
   - Skills for doing interviews on controversial subjects with international written, radio and televised media
   - How to make complex information understandable for basic audiences – techniques and pitfalls
   - How to handle hostile media contacts, how to identify, approach and manage difficult questions, confrontational interviewers
   - How to manage interviews where there are unknowns
   - Advanced do’s and don’ts
   - Do mock interviews and provide feedback
**SPECIFIC REQUIREMENTS**

**LANGUAGE:**
Expert knowledge of English (read, write speak). Knowledge of Thai is a plus.

**EDUCATION:**
University degree and/or certifications in Communication, Media, Training

**EXPERIENCE:**
Experience in media training/coaching. Applicants with experience on covering health and development issues, and with Thai media, will be given preference.

**PLACE AND DATE**
Sessions will be conducted at the WHO country office for Thailand, located at the Ministry of Public Health in Nonthaburi, or another venue in Bangkok to be determined. These trainings should be conducted in November 2019.

**HOW TO APPLY?**
Interested candidates should send their proposal to Ms Kanpirom Wiboonpanich kanpirom@who.int by 7 October 2019. The proposal should include:

1. A presentation of the trainer (CV + any other relevant information)
2. Contact details of professional references (organizations for which you have worked)
3. A financial proposal

If you have any questions, do not hesitate to contact Ms Wiboonpanich to schedule an appointment or a phone call.