



Funded by
the European Union

Call Reference No: SMS BIH MMO 1/25

Date: December 12, 2025.

TERMS OF REFERENCE (ToR)

Mentors for Media Outlets under the SMS Facility – Small Media Support in Western Balkans project

1. Position title

Mentors for media outlets under the regional project SMS Facility – Small Media Support in Western Balkans, financed by EU.

2. Background

Small local media outlets often face the challenge of producing high-quality, relevant, and engaging content for their local and regional audiences while maintaining professional and technical standards. Limited human and technical resources, as well as lack of creativity or knowledge in storytelling, further constrain their ability to grow and compete.

The SMS Facility aims to strengthen the capacity of small and local media outlets across the Western Balkans by improving internal governance, resource management, technical capacity, and content quality. To achieve these objectives, Centar za promociju civilnog društva (CPCD) as lead organization, together with Thomson Media (TM) from Germany, Centar za demokratsku tranziciju (CDT) from Montenegro, Kosovo 2.0 from Kosovo, Metamorphosis Foundation from North Macedonia and Center for Science and Innovation for Development (SCiDEV) from Albania established a tailored mentoring support to media outlets and journalists, ensuring sustainable development and higher standards of media production.

3. Purpose, key responsibilities and tasks

SMS Facility will create a pool of mentors who will provide guidance and solution-oriented support to media outlets.

There are two types of mentoring support provided by SMS - Facility project:

a) Mentoring support for internal governance

Mentors will provide tailored guidance and solution-oriented support to media outlets, helping them optimize resource use, strengthen governance, improve internal controls, enhance community engagement, improve security (including cyber security) and reinforce technical infrastructure. The aim is to support sustainable development and ongoing capacity building within the media sector.

b) Mentoring support for high quality media content

This type of mentoring support is specifically focused on the creation and distribution of high-quality media content. Since different types of media require different kinds of support, mentors will provide targeted and specialized assistance to editors, journalists, and media management according to their needs. The goal is to ensure comprehensive support in raising work quality standards and professional practices.

In accordance with the above, mentors shall provide their expertise and deliver tailored mentoring support in the areas of governance, management practices, and high-quality media content, strictly following the methodology provided by the Project.

- Mentoring support shall be targeted and specialized, directed to editors, journalists, and media managers, and adapted to the specific needs of different types of media.
- Such support shall be provided either online or face-to-face to the beneficiaries of the Project.
- Experts are required to document all support provided and submit concise reports in line with the guidelines established by the Project Team.
- Each expert shall prepare at least one reflection or article for publication on the Journalift knowledge-sharing platform.

4. Duration of engagement

The engagement of the mentors will be implemented throughout the duration of the project (until November 2027), with individual mentor assignments planned and based on the needs of media outlets. Mentors may be engaged once, periodically and in multiple cycles, in accordance with the available number of working days, the needs of media outlets, and special expertise possessed by mentors in the pool.

The project reserves the right to refrain from engaging mentors from the established Pool of Mentors unless such engagement is deemed necessary.

5. Required qualifications

- Advanced degree in media, communication, journalism, management or related fields.
- Minimum 5 years of professional experience in media management, journalism, or organizational development.
- Proven experience in mentoring, coaching, or capacity-building activities.
- Proven experience in producing high – quality media content.
- Strong understanding of challenges faced by small and local media outlets.
- Excellent communication and reporting skills.
- Familiarity with cyber security and digital media trends is an asset.
- Fluency in English and local languages.
- Citizenship of one of the WB6 countries (Albania, Bosnia and Herzegovina, Montenegro, Serbia, Kosovo, North Macedonia).

6. Type of contract and compensation

Mentors will be engaged through a service contract in accordance with the procedures of implementing partner organizations in each country. The compensation will be based on the number of days of engagement, at a rate of EUR 240 gross¹ per day (one mentoring day equals 8 hours of mentoring support).

¹ Including all taxes related to the service contract in partner's country

7. Application documents

Interested candidates should submit:

- A cover letter which clearly specifies the type of mentoring engagement you are applying for (max 1 page).
- CV (max 3 pages), including evidence of relevant experience (list of previous mentoring assignments, references).
- Copy of a university degree.

8. How to apply

Applications should be sent no later than January 16, 2026.

Applications must be submitted exclusively via email. All documents listed in section 8 must be sent in PDF format as email attachments.

The email format should be as follows:

- **To:** sms.bih@cpcd.ba
- **Subject:** SMS Call for mentors, name of the applicant

It is necessary to list all the documents being sent as attachments in numerical order.

If the attached documents are “too large” to send in a single email, the application can be sent in multiple parts, i.e., in multiple emails. In this case, the subject line of each email should indicate the following:

- **SMS Call for mentors 1/x– name of the applicant**, where 1 indicates the first email, and X represents the total number of emails being sent as part of the application (e.g., 1/3, which means the first of three emails).
- **SMS Call for mentors 2/x– name of the applicant** where 2 indicates the second email in the total series, and so on.

It is necessary to send as many emails as indicated in the subject line (number X). Applications will be considered valid if the date and time of receipt correspond to the application deadline. Any applications received after the specified deadline will not be considered. Applications received by any other means (via regular mail or sent to a different email address) will not be considered.

9. Selection criteria

Selection will be based on:

- Relevant experience and expertise - 60 points
- Demonstrated ability to provide tailored mentoring support 40 points

10. Timetable

- Public call for mentors published: December 12, 2025.
- Deadline: January 16, 2026. 23:59h
- Notification of results: January 26, 2026.
- Contract signing: Contracts with Mentors will be signed upon their engagement for a specific mentoring task