

Date: 29.01.2015

Dear Sir/ Madam,

Greetings from REFORM Association

**“ Advocacy and Lobbying training ”**

The Palestinian Association for Empowerment and local Development –REFORM is seeking an experienced trainer in the fields of advocacy and lobbying in order to carry out training workshops for six days ( 2 days for 3 groups) for the “GUSU” Project.

GUSU Project seeks to strengthen the Palestinian identity of Palestinians living in Jerusalem (Jerusalemites), and rebuild bridges between Jerusalemites and their cultural and social surroundings, and re-strengthen the cultural and social Palestinian heritage. Additionally, the project aims to promote youth and women’s partnership in the Palestinian political and social life, especially in Jerusalem.

**Please submit your offer latest by 03.02.2015****Training objectives:**

1. Build and develop the ability to document, in order to find responsive systems for women, youth and Jerusalemites.
2. Build and develop target group capabilities in using media as a lobbying tool.
3. Train the target group on how to use social and electronic media in advocacy campaign, in order to create social impact which will make some merging between women and men, and Jerusalemites and non-Jerusalemites.
4. Provide conceptual frameworks about lobbying and advocacy.
5. The mechanisms of Designing lobby and advocacy campaigns based on the group needs.
6. Build and develop networking and coalition building capacities of the target groups.

**Tasks:**

1. Implementing a training workshop for six non-consecutive days (2 days for 3 groups, number of Participants 20 per each group ) .
2. Provide the project staff with the training documents in order to develop a training manual.
3. Preparation of a training schedule plan and Agenda.
4. Provide the project staff with relevant advice with regard to advocacy.
5. Provide a training report in Arabic and in English.
6. Follow up with the target groups’ performance and their development in lobbying & Advocacy.

**Expected outputs:**

1. Empowered pressure groups which have the ability to document problematic relations between Jerusalemites and non-Jerusalemites, and women and youth access to decision making.

2. Empowered pressure groups that have the ability to use media space effectively, including social media tools.
3. Training materials to be used as a training manual for the target groups.
4. Empower a group that can prepare and work on lobbying and advocacy campaign.

**Time Period framework:**

\* The training workshops will be implemented and finalized between the months of February and March 2015. All the other tasks including reports should be edited and completed before 30/03/2015.

**Experience needed :**

1. At least BA Degree in Media studies, Preference is given to BA Degree in Media studies, media and human right .
2. Advanced journalism expertise & political expertise.
3. Advanced knowledge in using social and electronic networks in combat gender based violence.
4. Advanced capabilities in reporting and documentation of violations against women.
5. Advanced knowledge of the social reality in the targeted locations. .
6. Advanced experience in designing and lead lobbying and advocacy campaigns.

**Application Requirements:**

1. Certificate of source deduction.
2. Resume and copy of any related experience certificates in English .
3. A training plan schedule to be attached with financial offer, please note that all Prices must be in ILS including Vat.

**Notes:**

1. The workshops will take place in Ramallah , Jericho and/or Bethlehem, but you may be requested to work in other locations in Palestine (pending on the development of the political and security situation) to implement your duties.
2. The price offer including all required documents should be delivered by hand on the following address:

The Palestinian Association for Empowerment and Local Development- REFORM, Tirawi Building, 2<sup>nd</sup> floor in Al Masyoun, Ramallah. For more information, please do not hesitate to contact us on the following contact details: **Telefax:** 02-2966645 , **Email address :** [Info@reform.ps](mailto:Info@reform.ps) .

Thank you for your kind cooperation,

Sincerely yours,

Dina Shawa

**REFORM**  
Financial & Admin Officer