

***TERMS OF REFERENCE – Terms of Reference (ToT)  
Communication, outreach, and networking***

***The program “Supporting political transition in Syria through gender-sensitive social reconstruction”***

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**EUROMED FEMINIST INITIATIVE**

## Background

EuroMed Feminist Initiative (EFI) is a policy network that encompasses women's rights organizations from the two shores of the Mediterranean and advocates for gender equality and women's rights as inseparable from democracy building and citizenship, for political solutions to all conflicts, and for the right of peoples to self-determination. EFI seeks to improve and promote women's rights as universal human rights, the value of gender equality and the use of non-violent means to solve conflicts. Our criterion and position align with the international resolutions and conventions and regional instruments promoting the universality of women's rights and strengthening women's impact and voices in conflict resolution.

EFI is currently working with Syrian partner organisations to advocate for the adoption and implementation of the NAP1325 (Women, Peace and Security); campaign for the amendment of discriminatory elements in the Personal Status Law and the penal code; promote a comprehensive law to abolish and criminalize VAWG in all its forms.

## Introduction

EFI's partners will be provided with specialized advanced trainings on communication skills, using social media platforms, community outreach, and building networks and synergies on WR and GE issues including women's participation in the public sphere and decision making, the WPSA, the implementation of NAP1325, advocacy for amending discriminatory articles in the PSL and penal code, and the promotion of a comprehensive law on the protection from VAWG. These trainings will be replicated to support the spread of gained knowledge and skills. The ToT will have 15 participants.

## Objectives of the consultancy

To offer a one-day training of trainers (ToT) that seeks to improve skills related to gender balance in social media communication products of partners. The goal is to assist partners increase visibility of the plight of women and girls affected by the Syria crisis in a manner that does not compromise human dignity; does not take away their voice; and works in line with internationally recognized humanitarian standards.

## Scope of work

The trainer is expected to deliver a one-day ToT (part of a 5-day training session) that will enable participants to gain knowledge on the importance of social media as platforms for advocacy and awareness raising, as well as for increasing visibility of their organization, its mission, vision and achievements.

The training must include the following:

- A step-by-step explanation of the specific characteristics of each available digital platform as well as the similarities and differences between digital (mainly Facebook, Instagram, Twitter, and YouTube, re audiences, ethics, consent, and terms and regulations)
- Best (and worst) practices for social media posts, including examples of effective content, and how to support that with an impactful image, or other material (infographics, statistics etc.)
- Do's and don'ts for organisations on social media, including examples of other prominent organizations.
- Explain and assist in the application of Search Engine Optimization, as well as other tools that help boost visibility of social media content, per each platform.
- Providing support and guidance in the designing and implementation of an online social media campaign that will be developed following the training

#### Timeline:

- The ToT will be implemented Mid-August in Beirut or online depending on the COVID 19 regulations.

**Deadline for submission:** 20<sup>th</sup> of July 2021

#### Qualifications, Background and Experience:

- Demonstrated ability in creating successful Gender and or Human Rights media campaigns, included in a portfolio in the attached CV
- Excellent written and spoken skills in English, as well as fluency in Arabic
- Extensive experience working on the context in Syria and on the Syrian refugee crisis is a must
- Extensive knowledge of women's rights issues and UNSCR 1325
- More than 10 years of experience in communication and social media



### Requirements for Submission:

The candidates interested in this training should provide the following information to this email [application@efi-ife.org](mailto:application@efi-ife.org) :

- Curriculum Vitae (CV)
- Portfolio
- Financial proposal
- Concept Note including training plan