

TERMS OF REFERENCE – Terms of Reference Feminist Platform Social Media Specialist

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

EUROMED FEMINIST INITIATIVE

Background

EuroMed Feminist Initiative (EFI) is a policy network that provides expertise in the field of gender equality and women’s rights as inseparable from democracy building and citizenship, and advocates 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 implementing in partnership with Syrian feminist organisations and human rights organisations the program “Supporting political transition in Syria through gender-sensitive social reconstruction”, funded by the Swedish International Development and Cooperation agency (SIDA). In the frame of the program, a platform will be established providing relevant feminist resources, studies, research, and information on feminist initiatives in Syria, for Syria and in the region.

EFI-IFE is cooperating with Musawa in this project. Musawa is an organization whose primary mission is to promote a democratic and human rights culture, that is especially concerned with women's rights and gender equality, and to contribute to eliminating all forms of discrimination and violence against women, and to empowering women and their effective participation in political, economic, social and cultural fields.

Introduction

An online platform is being created with the main purpose of providing access to relevant data on Women’s Rights, Gender Equality, and women’s participation. Gathering relevant feminist resources, studies, research, and information on feminist initiatives in Syria, for Syria and in the region. The platform will also be used to feature the courses and seminars provided at the feminist school. The platform will include materials in both Arabic and English.

Scope of work

The Media Specialist will be oriented with the platform and its main goals after which he/she is expected to:

- Draft a media campaign for the platform that should include a clear timeline, proposed topics for research and content to be featured, as well as advocacy campaigns for the project stakeholders
- Collaborate with researchers, programme manager, and project partners to generate rich and distinguished content for the platform on a constant basis, and feature key issues of direct relevance and importance to the platform audience.
- Handle all the social media platforms pertaining to the platform, and using them to boost the visibility of platform
- Update the platform on a daily basis with the activities, events, and publications of the platform members

Timeline:

3 months consultancy with possibility of renewal based on funding

Deadline for submission: 30th of September 2021

Qualifications, Background and Experience:

- Demonstrated ability in creating successful Gender and or Human Rights content, included in a portfolio in the attached CV
- 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 4 years of experience in communication and social media
- Excellent written and spoken skills in English and Arabic

Requirements for Submission:

The candidates interested in this position should provide the following information to this email application@efi-ife.org :

- Curriculum Vitae (CV)
- Cover letter
- Portfolio (including pieces of writing in Arabic and English)