



TERMS OF REFERENCE

Digital Media Consultancy

“Awareness Programs on Sexual Bribery and Sexual Exploitation”

1. Profile

Centre for Equality and Justice (CEJ) is a women’s organization works with a focus on war- affected women’s issues and has a strong action-oriented research and advocacy focus. CEJ’s mission is the achievement of gender justice so that men and women live in a society that is free, just and equal. Its objectives are the promotion of gender equality, advancing the rule of law, good governance and democratic principles, promoting women’s advancement and economic empowerment, advocating for the commitment to international human rights standards and by fostering partnerships with grassroots level women’s networks.

2. Background

CEJ is currently implementing a project which aims to empower military widows (predominantly Sinhalese widows in the North-Western and North Central Provinces) and war widows (predominantly Tamil widows in the Northern Province) by addressing the high incidence of sexual bribery and exploitation against them, which also acts as a significant barrier to their socio-economic advancement and perpetuates vulnerability and intergenerational conflict. It will empower the targeted women and their families by improving access to information and services, supporting the formation of women’s collectives, and supporting sustainable income-generation. It will also collaborate with public officials and state institutions to strengthen their commitment to prevent and respond to sexual bribery and to protect military and war widows from sexual exploitation. This will be

complemented by the strengthening of civil society to hold systems and decision-makers accountable.

3. Scope of Work

The consultant/consulting organisation will be responsible for supporting CEJ's overall outreach activities boosting plans on social media, specifically, the consultation will be expected to:

1. Attend briefings by CEJ.
2. Manage three Facebook pages (including publishing) in line with CEJ's communications plan.
3. Attend monthly consultancy sessions with CEJ's project and communications staff to go-over the posting plan and content for the following month.
4. Generate content (with material provided by CEJ) such as posts, graphics, infographics, animated gifs and short video clips in Sinhala, Tamil, and English in close consultation with CEJ.
5. Submit content to CEJ for approvals and clearance to be published in a timely manner.
6. Incorporate changes and feedback by CEJ prior to publishing.
7. Share developed, finalized content with CEJ to be shared on our other social media outlets.
8. Develop a boosting plan for the posts in consultation with CEJ.
9. Implement finalized boosting plan.
10. Generate and submit monthly reports on social media analytics for the three Facebook pages in a timely manner.

4. Time-line

Activity	Deadline
First briefing with CEJ	20 September 2019

Monthly consultations sessions	27 September 2019/ Third week of every month until May 2020.
Content to be submitted for clearance	TBD
Submitting boosting plan	27 September 2019.
Social Media Analytics	Monthly submission, dates TBD

5. Duration

The above consultancy is for the duration of 09 months, from September 2019- May 2020.

6. Payment

Remuneration will be a fixed monthly rate for the consultancy and will be paid following each monthly consultancy session. The amount will be agreed upon between CEJ and the consultants and set-out in the contract.