



Terms of Reference

Communications Consultant

(Part Time)

1. Background

The Centre for Equality and Justice (CEJ) is a women's organization based in Colombo working primarily on the rights of war-affected women from the Sinhala, Tamil and Muslim communities and the rights of those affected by political violence and other forms of civil unrest.

CEJ also works on issues of democracy, rule of law and social inclusion and brings a gender perspective into all its work. CEJ engages with policymakers, government officers and strengthens grassroots level women's capacities to claim their rights. CEJ also works closely with youth across Sri Lanka on key areas such as preventing violent extremism and reconciliation.

2. Responsibilities

- i) Participate in and monitor comms related project activities in order to create timely communication and media content.
- ii) Develop content for press kits, media releases, newsletters and other communication materials related to project implementation.
- iii) Support project teams with:
 - a) Data management assistance for comms related deliverables.
 - b) Planning and executing social media campaigns in consultation with project teams and CEJ Executive Director.
 - c) Plan and budget communications related deliverables within each project.
 - d) Promote content on social media and ensure digital visibility.
 - e) Generate accurate, detailed reports covering analytics and narrative explanations of social media campaigns.
 - f) Ensuring all content is generated/collected/created with concepts from featured parties and is in line with CEJ's processes of review and approval.
 - g) Support with Monitoring and Evaluation measures on communications related measurables both at project and programme level.

- iv) Support CEJ's organizational functions such as:
- a) Contributing to project proposal writing on communications and outreach elements for projects and other related content.
 - b) Building relationships with key media institutions and keeping them informed of progress, findings and recommendations.
 - c) Ensuring rapid and accurate information dissemination to national and local media, and other appropriate audiences.
 - d) maintaining CEJ's existing comms trackers and developing relevant communications targets
 - e) Assist in archiving communications material, content and other administration related processes.
 - f) Updating and maintaining CEJ's website.
 - g) Liaising with the CEJ Comms Officer, if necessary.

3. Requirements

- A team player with a minimum of 3 years of experience in communications
- This posting is a part-time vacancy requiring 3.5 to four days (08hrs each) of work every week to be agreed upon with CEJ.
- A good command of (written and spoken) English and Sinhala or Tamil is essential.
- Experience with working on Canva and Illustrator or other similar image generating platforms is expected.
- Ability to share content and manage social media platforms is required.

4. Duration

The above posting is for a duration of 3 months from August 2021- October 2021

5. Payment

Payment will depend on the level of skill and experience of the successful applicant. This pre-fixed amount agreed upon by CEJ and the Communications Consultant will be paid monthly.