



## **Terms of Reference**

### **Media Consultant**

#### **1. Background**

Centre for Equality and Justice (CEJ) was established as a company limited by guarantee in late 2017. CEJ's mission is the achievement of gender justice so that men and women live in a society that is free, just and equal. This will be achieved by promoting 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 fostering partnerships with grassroots level women's networks. CEJ is primarily a women's organization working on the rights of women in the private and public spheres. CEJ engages with policymakers, government officers and strengthens grassroots level women's capacities to claim their rights.

#### **2. Project goal**

CEJ has undertaken a project with the goal to advance effective responses to gendered online hate speech (GOHS) and Cyber Sexual Gender-based Violence (CSGBV) in Sri Lanka. This project runs for a period of 22 months.

#### **3. Project context**

Over the past decade, Sri Lanka has experienced varying levels of violence and hate speech resulting from the deep ethnic and religious divisions that remain after the civil war. A rise in online hate speech has been noted particularly after a series of riots against the Muslim community in March 2018 and has intensified in the aftermath of the Easter bombings in 2019, exacerbating Muslim-Buddhist tensions and leading communities to turn further inward due to perceived outside threats. Social media groups and pages that appear dedicated to 'protecting' one community are often spreading hate about others. In this context, gendered online hate speech is used as a strategy to 'other' communities in order to mobilize and incite violence. Gender dynamics shape the rhetoric and messaging adopted by ethnic and religious-based groups, as demonstrated by calls for bans on headscarves and allegations about Muslim businesses planting fertility hampering drugs in women's undergarments and in food products. These contexts have been noted to be remarkably hostile towards women and sexual and gender minorities (SGM), as the social media space is dominated by men, particularly in minority communities. Members of the LGBTQI community are especially vulnerable to technology-related violence—including surveillance, threats, and extortion from family and community—because of the criminalisation of homosexuality in Sri Lanka. Furthermore, specific



groups of women and representatives of SGM enjoying public visibility, such as politicians, journalists, activists, and human

rights defenders (HRD), have been found to be more aggressively targeted by slander and hate speech, which has led many to abandon their jobs or even the country.

#### **4. Scope of work**

The Consultant will work in close consultation with the Project team and report to the Executive Director. The primary function of the Consultant will be to formulate a comprehensive media campaign inclusive of mainstream media (television, radio and online-print) and social media (Facebook, Instagram and Twitter).

To this end, the Consultant shall:

- Provide 2-3 concepts each (of which, one will be selected) for mainstream media and social media, including details on types of content i.e. the number of posts, types of material such as animations, graphics, videos etc. CEJ will provide key information to be utilized for these concepts.
- Provide an outline for a social media strategy as well as a mainstream media strategy, identifying possible challenges and proposing mitigation tactics. This outline will be developed in close consultation with CEJ.
- Identify resource persons to develop creative content for the relevant media platforms in close consultation with CEJ.
- Design material to be posted on Social media platforms.
- Boost selected material on social media platforms in consultation with CEJ.
- Coordinate mainstream media buying and other relevant tasks.
- Attend meetings with CEJ to discuss/brainstorm as and when required.

All content will have to be approved by CEJ before publishing.

#### **5. Expected Deliverables**

- Submit 2-3 social media concepts and 2-3 mainstream media concepts by end of October 2022
- Outline a social media campaign strategy by first week of November
- Outline a mainstream media campaign strategy by first week of November



- Finalize media campaign work plan by second week of November
- Review posts and other content submitted to CEJ for the campaign end of November
- Coordinate with online newspapers to get content published by the end of January 2023
- Coordinate Television and Radio media buying by the end of January 2023
- Successfully conclude media campaign by the end of January 2023
- Provide a comprehensive report on the overall reach of the campaign by mid February

#### **6. Duration**

The proposed time period of the consultancy will be from 24th October 2022 to 15th February 2023.

Any changes made due to reasons beyond the control of CEJ (eg. Possible delays due to lockdown of the country) will be finalized in consultation with the Consultant.

#### **7. Consultancy fee**

The Consultant is required to provide an all-inclusive quotation for the above activities.

As per the financial guidelines of CEJ, the contract will be between CEJ and the Consultant.

#### **8. How to Apply**

*Only short-listed candidates will be notified. Interested candidates may send a resume with the job title in the subject line to [srilanka.cej@gmail.com](mailto:srilanka.cej@gmail.com) with names and contact details of two referees **by 19th October 2022.***