

Terms of Reference Social Media Consultant

1. Profile of CEJ

The 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 and persons with diverse Sexual Orientation, Gender Identity and Expression, and Sex Characteristics (SOGIESC) 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 and government officers and strengthens grassroots-level women's capacities to claim their rights.

2. Project Background/Context

To amplify public awareness and expose systemic intersectional discrimination in death penalty cases, CEJ will launch a social media campaign using digital storytelling across platforms such as Instagram, Twitter/X, Facebook, and TikTok. The campaign will feature courtroom trials through posts and GIFs and dramatize real case scenarios to illustrate how gender bias, sexuality, and disability influence sentencing due to biased legal frameworks in Sri Lanka. The campaign will also focus on issues such as inhumane detention conditions, lack of hygiene and access to adequate healthcare, menstrual health challenges, severely limited visitation rights, and the impact on children of incarcerated women. To ensure broad reach, content will be co-promoted in all local languages (English, Sinhala, and Tamil) while protecting identities through anonymized stories. The purpose of this campaign is to pressure policymakers to reform gender-discriminatory capital offences and drive public support for the UNGA moratorium resolution.

3. Scope of Work

CEJ seeks the services of a Consultant to design and deliver a social media campaign in all three languages, across social media platforms, using digital storytelling to expose and challenge systemic intersectional discrimination in death penalty cases in Sri Lanka by focusing on real case scenarios. To this end, the Consultant shall fulfill the following responsibilities and report to the Executive Director;

- Work closely with the CEJ Team and participate in regular check-in meetings.
- Design a content calendar and rollout plan for the campaign across all CEJ social media platforms (Instagram, Twitter/X and Facebook), detailing daily themes, concepts, post formats, timing, sequencing, and platform-specific strategies aligned with CEJ's messaging and objectives.
- Develop engaging posts, GIFs, and dramatize courtroom trial scenarios using provided case studies, paired with statistics, testimonies that highlight intersectional discrimination in sentencing and detention, and calls to action.
- Integrate data from the CEDAW shadow report (90th session) and Concluding Observations and testimonies gathered from CEJ's previous projects.
- Tailor content formats, text length, hashtags, and features specifically for optimal performance on Instagram, Twitter/X and Facebook.

- Oversee translation of posts in all three languages.
- Coordinate with CEJ staff to boost reach through cross-posting and targeted sharing.
- Provide a post-campaign report detailing engagement metrics (likes, shares, comments), reach, impressions, audience demographics, and key learnings/recommendations for future campaigns.
- Maintain CEJ's visual identity and tone of voice across all assets, adapting appropriately for the sensitive advocacy context.

4. Expected Deliverables

Deliverables	Timeline (Tentative)
1. Meeting with the CEJ Team to discuss the concept of the social media campaign.	16th February 2026
2. Content Calendar/rollout strategy for the campaign- including dates, topics, formats.	23rd February 2026
3. Finalised designs for all posts for all social media platforms	02nd March 2026
4. Complete posting and boosting of all social media posts	16th March 2026
5. Campaign Performance Report- a brief report on social media analytics, observations and recommendations.	20th March 2026

5. Duration

The initial time period of the consultancy will be **between 16th February 2026 and 20th March 2026**.

6. Consultancy Payment

- The payment will be based on a quotation and breakdown provided by the Consultant.
- As per the financial guidelines of CEJ, the contract will be between CEJ and the Consultant.
- A quote in Sri Lankan Rupees (LKR) for the work must be provided by the consultant. A budget breakdown is compulsory.
- The final agreed upon payment will be made in installments based on the completion of deliverables within ten working days from the date of approval.

7. Qualification and Experience

- Bachelor's degree in Communications, Media, Marketing or a related field.
- Prior experience (3-5 years) in developing and delivering social media campaigns, in the not-for-profit, human rights or youth engagement sectors.
- Proven experience in developing impactful platform-optimized content across all social media platforms such as Instagram, Twitter/X and Facebook

- Proven proficiency with social media analytics tools (e.g., Meta Insights, Twitter Analytics) and a clear understanding of KPI tracking and reporting.
- Strong skills in content writing, visual storytelling and creative content.
- Proficiency with graphic design and video editing software (e.g., Canva, Adobe Creative Suite, or similar) is desirable.
- Fluency in English and at least one local language (Sinhala or Tamil).
- Ability to work under tight deadlines, with strong coordination and communication skills.

8. Confidentiality

Both during and after the end of the contract, the Consultant must not disclose any matters that have come to their knowledge during the course of their duties. This shall not apply to communications made in the normal discharge of duties or to facts that are manifest to the public or which by their nature or importance do not require to be treated as confidential.

9. Copyright

Any material produced will be the sole property of CEJ. It may not be reproduced in whole or in part in any other production without the written approval of CEJ. Data collected under this consultancy must be treated as confidential and may not be shared with any person outside of CEJ.

Only short-listed candidates will be notified. Interested candidates may send a **detailed CV, Portfolio and Quotation to himaja.cej@gmail.com** with names and contact details of two referees with the email subject line **DP3 - Social Media Consultant by 12th February 2026**.