

Terms of Reference

Social Media Consultant

1. Profile of CEJ

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, 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, government officers and strengthens grassroots level women's capacities to claim their rights.

2. Project Background

A CEJ project titled 'Don't Leave Them Behind': A Clarion Call to Address Domestic Violence during the Economic Crisis and Beyond, is a 09 month initiative designed to maximize visibility to the prevalence of domestic violence and the need to address it in a holistic manner.

SGBV is a deep-rooted problem in Sri Lanka. It is a serious human rights concern, widely prevalent, and takes various forms. It ranges from sexual harassment of women in public transport to sexual violence against girl children. The types of SGBV experienced by women also varies depending on where they live and their socio-economic status. Although not as common as SGBV inflicted upon women (largely by men), SGBV inflicted upon men (by women) is also prevalent. While there are differences in the nature of SGBV experienced by women, the reasons for the high prevalence of SGBV against women are often the same. Sri Lankan society remains heavily patriarchal and male dominated, propagated by various socio-cultural ideologies. Women in Sri Lanka are predominantly literate (the literacy rate of females aged 15 and above in 2019 was 91.5%) and are significant contributors to the economy through both formal and informal employment (female labour force participation in Sri Lanka is 34% which is higher than the South Asian regional average of 22%). However, women have minimal decision-making power, be it within the family or at national level. The woman is cast in the stereotypical homemaker role while the man is portrayed as the breadwinner. This is coupled with the lack of education on reproductive and sexual health, and awareness about SGBV. These reasons are aggravated in certain contexts such as the armed conflict, the 2004 Tsunami, and the Covid-19 pandemic, and advances in technology which render women even more vulnerable and reduce the visibility of the issue.

While SGBV is experienced by a large proportion of females in Sri Lanka (For instance, 1 in 4 women (24.9%) in Sri Lanka have experienced sexual and/or physical violence since the age of 15), the lack of accountability, the culture of impunity and the obstacles to bring perpetrators to justice remain unaddressed. The state's response to allegations of violations relating to SGBV has been inadequate. It is reported that in 2019 while 1,779 rapes were reported in Sri Lanka only 235 complaints and/or indictments have been filed in relation to those offences. Such obstacles are exacerbated by the delays in the criminal justice process, structural violence such as a patriarchal and violent law enforcement service, and the stigma surrounding SGBV that prevents many survivors from reporting violations. It is important to note that despite the existence of an institutional structure comprising both state and non-state entities to provide services to victims, SGBV is rarely reported due to several factors: fear of social stigma and victim blaming, mistrust towards public institutions such as the Police fuelled by the weak implementation of the law, economic and structural barriers to accessing services, and the lack of availability and adequacy of support services.

4. Scope of work

The Consultant shall 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 social media campaign to raise awareness on Domestic Violence and will be based on the [research study](#) that was conducted by CEJ on domestic violence during the pandemic. The campaign will be conducted on social media platforms such as Facebook, Tik Tok and Instagram in English, Sinhala and Tamil.

To this end, the Consultant shall:

- Virtually meet with the CEJ Project team as and when required.
- Provide 2-3 concepts (out of which, one will be selected) for the social media campaign.

The proposal must be developed based on the research study mentioned above and should include 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.

The concepts must include content in English with translations in Sinhala and Tamil.

- Provide an outline for a social media strategy identifying possible challenges and proposing mitigation measures. The outline will be developed in close consultation with CEJ.

- Create/coordinate the creation of materials to be disseminated on social media platforms, based on the original concept and agreed strategy. The generation of materials will be developed in close consultation with CEJ.
- Boost selected material on social media platforms in consultation with CEJ.
- Provide a detailed final report at the end of the campaign covering the estimated reach, analytics and feedback of the campaign.
- All content will have to be approved by CEJ before publishing.

5. Expected Deliverables

Deliverables	Tentative Dates
1. Meet with CEJ for a virtual briefing.	12th February 2025
2. Submit a social media concept	21th February 2025
3. Submit a social media campaign strategy and boosting plan (cost per promotion, number of promotions, target audiences etc.)	21th February 2025
4. Finalize media campaign work plan	28th February 2025
5. Create/produce the initial material and submit to CEJ for feedback	Between 28th February 2025 and 17th March 2025
6. Finalise the initial material submitted to CEJ to incorporate feedback from CEJ for the campaign	24th March 2025

7. Translate campaign materials to Sinhala and Tamil	31st March 2025
8. Launch a Social Media Campaign	7th April 2025
9. Complete posting and boosting social media content	7th June 2025
10. Provide a comprehensive final report on the overall reach of the campaign, as well as an analysis of the campaign (e.g., demographics, impact, etc.), insight on successes and challenges, and recommendations for future campaigns	30th June 2025

6. Duration

The proposed time period of the work will be between **12th February 2025 to 30th June 2025**.

7. Consultancy fee

CEJ will pay an all inclusive consultancy fee of **LKR 450,000 to LKR 500,000** in installments upon completion of deliverables. As per the financial guidelines of CEJ, the contract will be between CEJ and the Consultant.

8. Experience and Qualification

- Relevant experience in the field of social media campaign coordination or any other relevant field.
- Able to work independently and produce high-quality outputs under tight time constraints.
- Fluency in English is required. Additional fluency in Sinhala/Tamil is an advantage.
- A sound knowledge of the social media landscape in Sri Lanka and appropriate campaign strategies is an advantage.
- Prior work in a similar context is an advantage.

9. Confidentiality

Both during and after the end of the contract the Consultant must not disclose any matters that have come to his/her knowledge during the course of his/her 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. All deliverables under this project are the property of CEJ. The data gathered from this research cannot be shared with any third party unless express permission has been obtained from CEJ.

10. 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.

Only shortlisted candidates will be notified. Interested candidates may send a CV and quotation to nevindi.cej@gmail.com with the email subject line '**DT3: Social Media Consultant**' by **7th February 2025**.