



Vacancy

Digital Media Manager

Terms of Reference

CEJ is hiring a Digital Media Manager with immediate effect for a short-term assignment. Interested candidates may send a resume with a cover letter explaining why they are suitable for the position and a quotation for the services outlined below to srilanka.cej@gmail.com. Only short-listed applicants will be notified.

Applications close on 9 June 2022.

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 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 Description

CEJ is currently working on a project that focuses on sexual bribery in Sri Lanka. The main objectives of the project are to: address the knowledge gaps on sexual bribery in Sri Lanka, advocate for law and policy reforms related to sexual bribery, capacitate relevant stakeholders on the issue of sexual bribery, and create a public discourse on sexual bribery via social and mainstream media. The final objective will be accomplished by raising awareness of sexual bribery among selected communities to equip people to seek redress and encourage others in their communities to take action. Increased public awareness will also catalyse victim survivors of sexual bribery to lodge complaints.

3. Purpose of the Digital Media Manager

The Digital Media Manager will work closely with the CEJ Media Consultant and other CEJ staff to plan and execute the posting of materials for a social media campaign and a wider internet ad campaign. Materials may include graphics/infographics, animations, gifs, and videos. The Digital Media Manager will also coordinate with third-party vendors as needed.

4. Duties and Responsibilities

- Review project-related documents.
- Attend meetings with CEJ as required.
- Develop a social media and internet ad dissemination plan, including a detailed boosting and advertisement budget for a total of 30 - 45 items (graphics or animations). This includes 10-15 original items and translations.
- Research appropriate sites for advertising that will be relevant to the campaign's target audience, including a brief analysis of any potential reputational risk following a vetting process.
- Propose and implement strategies to maximize reach, including engagement plans (e.g., polls, quizzes, etc.).
- Support CEJ to establish a Tik Tok account and gain an initial following.
- If required, support CEJ with a reimbursable card/credit line for boosting.
- Manage the posting and dissemination of posts online and on social media.
- Cross-post materials from other arms of the campaign (e.g., TV commercials)
- Provide a final analytical report of the digital campaign, including relevant statistics, outcomes, successes/challenges, and any suggestions for improvement.
- Develop and support the dissemination of a direct-mail product at the end of the campaign, to broaden audience reach and disseminate the results of the campaign.
- Coordinate and manage third-party vendors for required services (e.g., advertising agencies or advertising teams).
- Produce content in a timely manner and according to agreed-upon timelines, and promptly inform the Media Consultant or CEJ staff about any expected delays.
- The consultant is expected to work with their own software and equipment.

5. Qualifications and Experience

- Education:
Certificate in design, animation, or a related field.
- Experience:
 - At least 5 years of experience in marketing, digital media, or a related field.
 - Experience working with non-profits or the development sector.
- Language Requirements:
Fluency in written and spoken English and Sinhala/ Tamil.

6. Consultancy fee

Negotiable

7. Timeline/Duration

The proposed time period of the consultancy will be between 15 June to 20 July 2022.