



Terms of Reference Social Media Consultant

CEJ is hiring a Social Media consultant with immediate effect for a short-term assignment. Interested candidates may send a resume with a covering letter explaining why they are suitable for the position to srilanka.cej@gmail.com. Only short-listed applicants will be notified.

Applications close on the 8th of June 2022.

Profile of CEJ

Centre for Equality and Justice (CEJ) is a women's organization based in Colombo, working primarily with war-affected Sinhala, Tamil and Muslim women. CEJ's mission is the achievement of gender justice so that men, women and gender minorities live in a society that is free, just and equal. Its objectives are the promotion of 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 by fostering partnerships with grassroots level women's networks.

Project Description

In the wake of the COVID-19 pandemic, Governments globally, including in Sri Lanka, deployed a lockdown strategy where people were confined to their places of residence in order to control the spread of the virus. The Government of Sri Lanka (GoSL) also imposed a nationwide curfew from March 20, 2020 as there was an increase in the number of cases testing positive for COVID-19. This sudden restriction of movement largely limited a woman's access to support services in situations of Domestic Violence (DV). The consequences of these restrictions further exacerbated as the Government's COVID-19 response plan did not include the continuation of services to combat the pre-existing problem of DV. The pressure to respond to COVID-19 cases has compromised the combatting of DV in which Government services such as health care, Police and the Judiciary take center stage. National level hotlines, police desks, counseling services established to specifically support victim survivors of DV were not accessible and still remain inaccessible in certain areas to women since the COVID-19 outbreak.

Women's organizations and women's groups have proven to lead emergency responses during crisis situations more effectively within communities and countries worldwide. As women

subjected to forms of DV in spatial confinements worsened during this COVID-19 lockdown with limited to no support services available, civil society organizations (CSOs) and development agencies have come forth to bridge these gaps. This involved having a primary focus on preventative and safeguarding measures which ensure access to support services for victim survivors of DV, an aspect which has been completely left out of the Government's formal COVID-19 response. Amidst this, CEJ identified the need to work with the Forum Against Gender Based Violence (FAGBV), a forum which was established in 2005 by UNFPA Sri Lanka following a consultation with a collective of organizations working on Gender-Based Violence (GBV).

This project aims to capacitate the advocacy and lobbying skills of member organizations of the FAGBV working at local and national levels on the issue of Domestic Violence within a COVID-19 context. CEJ further looks forward to upscaling the current interventions by the FAGBV by strengthening the lobbying and advocacy skills of its member organizations so they are better able to demand that relevant Authorities address Domestic Violence in a more holistic manner.

As such, CEJ seeks the services of a Consultant to plan and implement a social media campaign in English, Sinhala and Tamil languages with input from members of the FAGBV to collectively advocate for improved responses to DV during COVID-19.

Scope of Work

CEJ seeks the services of a Consultant to carry out the following tasks. All deliverables in the ToR must be approved by CEJ.

- Provide 2-3 concepts (out of which, one option will be selected) for the social media campaign, including details on the number and type of posts to be utilized as well as other engaging components such as stories, polls, etc. CEJ will provide key information to be utilized for the concepts.
- Provide an outline of a social media campaign and strategy, identifying possible challenges and mitigation tactics. This must be developed in close consultation with CEJ.
- Attend meetings with CEJ and relevant stakeholders to discuss/brainstorm as and when required.
- Ensure that input from CEJ, members of the FAGBV and other stakeholders are incorporated into the campaign.
- Develop creative social media content in close consultation with CEJ.
- The consultant is required to utilize creative tools and methods (Canva, photoshop, adobe spark, video clips, text slides, comic strips, dialogues, memes etc.) to create the advocacy materials in the forms of short videos, quotes, pledges, posts, infographics, etc.
- All content will be finalized and approved by CEJ before posting.
- The Consultant is required to submit a final report consisting of statistical data on the traction and reach of the posts created and shared, i.e. number of likes, shares (available via social media analytics)
- The campaign must commence from 1st July and be active till 30th September 2022 for a period of 3 months.

Deliverables - To be discussed with the Consultant

1. Submit 2-3 social media concepts by mid June 2022.
2. Outline of a social media campaign strategy by 30th June 2022.
3. Finalized campaign work-plan for a duration of 3 months by 10th July 2022.
4. Reviewed posts and other content submitted to CEJ for review by 20th July 2022.
5. Incorporate CEJ feedback, finalize the campaign content and submit for approval by 1st August 2022.
6. Successfully conclude the social media campaign and submit the final report by 5th October 2022.

Duration

The proposed time period of the consultancy will be from 15th June to 15th October.

Payment

The Consultant is required to submit a quotation, based on which the payment will be mutually agreed upon by and between the Consultant and CEJ.

The payment will be paid in installments as specified below:

- 1st installment (20%) - will be made upon the submission and approval of deliverables 1, 2 and 3.
- 2nd installment (40%) - will be made upon the submission and approval of deliverables 4 and 5.
- Final installment (40%) - will be made upon the submission and approval of deliverable 6.

The payment will be made within ten working days from the date of approval of deliverables.

The Consultant will work in collaboration with CEJ staff and report to the Executive Director.