

## TERMS OF REFERENCE

### Media Consultant

#### 1. Profile of CEJ

The Centre for Equality and Justice (CEJ) is a women's organization based in Colombo, working primarily with Sinhala, Tamil and Muslim women affected by war and political unrest. 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 and fostering partnerships with grassroots level women's networks.

#### 2. Project Background

This project aims to capacitate the general public, Sexual and gender based Violence (SGBV) victim-survivors, and advocates who work with them in their knowledge and understanding of Fundamental Rights.

Through this project we hope to achieve:

- a greater capacity of key justice actors who are advocating for the rights of SGBV victim-survivors, women's rights, LGBTQ+ rights and the rights of minorities.
- a greater understanding among the public, particularly among vulnerable groups, of their fundamental rights, which will empower them;
- an enhanced capacity of CSOs and NGOs working with SGBV victim-survivors, women's rights and the rights of the LGBTQ+ community, to protect their fundamental rights;
- an enhanced capacity of grassroots CSOs working for women's rights, LGBTQ+ rights and SGBV victim-survivors, to protect their fundamental rights;
- greater preparedness on the part of lawyers representing victims of SGBV to initiate strategic litigation to protect and uphold their fundamental rights.

#### 3. Scope of Work

The Consultants and their team will work in collaboration with CEJ and they will report directly to the CEJ executive director. The primary role of the Consultant will be to formulate and conduct a comprehensive 360 degree media campaign on Fundamental Rights, in Tamil, Sinhala and English. This will be inclusive of mainstream media (television, radio and online newspaper), and social media (Facebook and Instagram).

Overall:

1. Pitching two draft concepts for the overall campaign to CEJ. CEJ will provide key information to be utilized for these concepts.
2. Developing a detailed work plan covering all elements of the Above the Line (ATL) and Below the Line (BTL) campaigns, including time-lines in consultation with CEJ.
3. Attend a virtual briefing with CEJ to familiarize the creative team with CEJ's approach to visuals and its specific requirements.
4. Identify a company or individual to develop creative content for the relevant media platforms in close consultation with CEJ.
  - Coordinate directly with the identified resource person(s) or company to generate materials to be disseminated on mainstream media channels and social media platforms, based on the original concept and agreed to strategy. The generation of materials will be developed in close consultation with CEJ.
  - Coordinate directly with the resource person(s) or company to complete all required tasks to generate the materials, including but not limited to, video production, graphic design, closed captioning, and translation.
5. Producing high quality content in line with pre-agreed timelines.
6. Identify translators (Tamil & Sinhala) to work with content creators on translating the relevant content for the media campaign.
7. Wherever relevant, ensure that all materials, including translations are sent for review to CEJ and have been proofread by Consultant.
8. Ensuring the creative team working on this assignment is aware of the confidentiality agreement they are subject to when working with content and materials shared by CEJ.
9. Identify a company or individual or directly coordinate mainstream media buying and other relevant tasks.
10. Ensuring new members of the creative and admin teams are briefed with CEJ's specific requirements, and review processes. Ensuring to produce content in line with branding guidelines communicated by CEJ. Processing and making payments to third parties such as consultants and media houses whenever necessary.
11. Coordinating and making payments to media outlets when required.
12. Ensuring to produce content in line with branding guidelines communicated by CEJ.
13. Attend meetings with CEJ to discuss/brainstorm as and when required.
14. All content will have to be approved by CEJ before publishing.

## Radio & TV

1. Provide information with statistics on the most popular radio stations and programmes, television stations and programmes, among the Sinhala and Tamil speaking audiences respectively. Specific attention must be given to regional stations particularly in the Polonnaruwa, Kilinochchi and Puttalam and Galle districts.
2. Secure quotations and buy air-time on television and radio, after programmes and stations have been selected in consultation with CEJ.
3. Support content generation by:
  - Coordinating and attending meetings between CEJ staff/consultants, and experts/radio/TV stations.
  - Communicating CEJ's requirements to media houses and channels.
  - Keeping track of all outputs such as interviews/advertisements and ensuring content is produced in line with a pre-agreed process.
  - Submitting for CEJ's review, scripts/graphics/voice clips produced by the media outlets for TV/Radio programs.
  - Producing scripts/graphics/voice clips wherever required within the radio and TV programming elements according to CEJ's guidelines and submitting for final approval of CEJ.
4. Provide a report at the end of the campaign covering the estimated reach of the programmes and any feedback communicated to TV and Radio stations in the form of calls, letters and SMS.

## Print Media

1. Provide information with statistics on widely consumed newspapers among the English/Sinhala and Tamil speaking audiences respectively. Specific attention must be given to regional newspapers popular among audiences in Kilinochchi, Puttalam, Polonnaruwa, and Colombo.
2. Obtain quotations and purchase print space in selected newspapers once slots have been selected in consultation with CEJ.
3. Coordinate and support content generation by:
  - Setting-up interviews between writers of CEJ's choosing and legal experts of CEJ's choosing.
  - Quality checking and language editing of the content produced by the writers prior to CEJ's content review.
  - Ensuring CEJ's feedback is incorporated into the written work.
  - Undertaking translations of written work whenever needed.
  - Consulting trained translators and Tamil and Sinhala writers whenever needed.
  - Creating illustrated graphics to function as adverts and other print material in line with the overall concept, which is relevant to the audience being targeted.
  - Incorporating CEJ's changes and feedback into graphic material before it is published.

- Ensuring all text in graphic content is language checked before CEJ’s content review.
- 4. Create content that is cohesive visually and thematically across the ATL and BTL segments of this campaign. This includes using technical mechanisms and cross posting print content from e-publications on the Facebook page with relevant captions.
- 5. Compile and provide CEJ with hard and soft copies of all published material. In the event due to Covid-19 concerns the Consultant is unable to provide hard copies of the published material, the Consultant can provide scanned or printed editions of e-copies as an interim measure. Where e-publications are not available scanned copies of the newspapers can be provided at a later date within the duration of the contract.
- 6. Provide a report on the publicity including projected reach of all print articles at the end of the print campaign.

### Social Media

1. Launch and maintain an issue-based FB page which functions in all three languages to discuss the issues specified in the project description section.
2. Generate content posting and content promotion (boosting) plans in consultation with CEJ, including the review process, number of posts, type of posts, and audiences to be targeted.
3. Generate creative posts in all three languages to be published in the above page.
4. Ensure the content is visually and thematically in line with the overall concept and is approved by CEJ.
5. Undertake translation of content for posts to Sinhala and Tamil provided by CEJ’s legal consultant whenever necessary.
6. Language check and proofread all content and captions before they are submitted for CEJ’s content review.
7. Transfer ownership including admin, posting and boosting access to CEJ staff once the contract period has expired.

The proposed time period of the consultancy will be between 1st March to 31st October 2023. Any changes made due to reasons beyond the control of CEJ (e.g., Possible delays due to lockdown of the country), will be finalized in discussion with the Consultant and on mutual agreement.

### **4. Expected Deliverables**

<b>Deliverable</b>	<b>Tentative Dates</b>
1. Quotation, signing of contract, and attending a virtual briefing with CEJ to familiarize the creative team with CEJ’s approach to visuals and its specific	8th March 2023

requirements.	
2. Submit a social media and mainstream media concept for CEJ review and approval.	16th March 2023
3. Submit a media campaign work plan/strategy.	23rd March 2023
4. Submit script and a detailed storyboard conveying the intended aesthetic for initial content/product and submit to CEJ for feedback.	25th March 2023
5. Create initial content/product and submit to CEJ for feedback and revise according to CEJ feedback.	30th March 2023
6. Create adaptations of the initial product for <u>TV and Radio</u> and submit for CEJ feedback.	5th April 2023
7. Create adaptations of the initial material for <u>Print and/or Online Newspapers</u> and submit to CEJ for feedback. This may include a shorter version of the material, graphics, an article, and/or a press release.	5th April 2023
8. Create adaptations of the initial product for <u>social media</u> , including additional material in all 3 local languages, and submit to CEJ for feedback.	5th April 2023
9. Coordinate directly with the identified company for media buying activities to provide the following deliverables: <ul style="list-style-type: none"> <li>Obtain quotations and buy air-time on TV, Radio and Print Media, and purchase print space on selected newspapers once slots have been selected in consultation with CEJ.</li> </ul>	Between 10th April - 10th September 2023

<ul style="list-style-type: none"> <li>• Coordinate with selected newspapers, TV and radio to get content published on agreed dates (The newspapers, TV and radio stations selected should, collectively, reach all segments of the Sri Lankan population in terms of race/ethnicity, language, geographic location, and other relevant factors.).</li> <li>• An update on the progress of materials being aired on TV/radio and included in print or online newspapers.</li> <li>• A comprehensive report covering the estimated reach of the campaign overall and per channel of dissemination, station, programmes, etc. Include any feedback communicated to TV stations, radio stations, or newspapers in the form of calls, letters and SMS.</li> </ul>	
<p>10. Complete posting and boosting social media content.</p>	<p>Between 10th June - 10th September 2023</p>
<p>11. Provide a comprehensive 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.</p>	<p>31st October 2023</p>

## 5. Qualifications

- At least 2 years' experience in the field of communication, public relations, or a similar field.
- Proven expertise in developing and implementing communication strategies at the national level.
- Familiarity with development issues and women's rights issues.
- Experience supervising individuals or overseeing projects with multiple points of input.

## 6. Payment

- The Consultant will be paid an all-inclusive fee commensurate with the work undertaken.
- The payments will be issued in installments for the submission of deliverables.
- A quote in Sri Lankan Rupees (LKR) for the work must be provided by the consultant. A mutually agreeable rate will be agreed upon.
- The final agreed upon payment will be made within ten working days from the date of approval of the review report.

## 7. 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.

## 8. 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 short-listed candidates will be notified. Interested candidates may send a resume/CV to [ashmidha@cejsl.org](mailto:ashmidha@cejsl.org) with names and contact details of two referees by the 2<sup>nd</sup> March 2023.**