



Terms of Reference

Social Media and Creative 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 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 implementing a project titled 'War Affected Women and the Language Barrier: University 'Champions' for Language Rights' with the overall objective of promoting the meaningful implementation of the Official Languages Policy (OLP) in Sri Lanka. This project also aims to capacitate University students as language rights advocates through various capacity building activities on the Official Languages Policy through:

- Building awareness among university students on war affected women and the language barrier.
- Advocating for official languages policy implementation with relevant stakeholders.

The project will be implemented in the Eastern, Northern, North-Central and Western provinces with the participation of 80 University students from the University of Colombo, University of Kelaniya and the University of Sri Jayewardenepura.

The project hopes to raise awareness of the barriers to language rights faced by war affected women so that University students are cognizant of language barriers faced by Sinhalese, Tamil

and Muslim war affected women. This will contribute to the better implementation of the OLP in furtherance of war affected women's language rights.

3. Background

CEJ plans to implement a university student-led social media campaign featuring different forms of creative content on the themes of language rights and war-affected women. This campaign is intended to instill the knowledge and skills to create campaign content and carry out a successful awareness online campaign within the student body, and enable them to navigate the social media space and creatively and constructively engage with stakeholders at different levels. The social media campaign will include posts, infographics, short videos, quotes, pledges etc. which would allow the students to creatively express themselves on the aforementioned themes. This social media campaign will be launched in Sinhala, Tamil, and/or English languages. 15 students (5 each from the 3 Universities) will participate in this campaign.

4. Scope of Work

The Consultant will work in close consultation with the CEJ staff and report to the Executive Director. The Consultant will also liaise with the students. The students will provide the content and concepts for the social media campaign and the creatives will be produced by the Consultant. CEJ will post and boost the content on the CEJ social media platforms. CEJ seeks the service of a Consultant to carry out the following tasks:

4.1 Provide an outline of a social media campaign strategy, identifying possible challenges and mitigation measures for CEJ review

4.2 Coordinate with 15 students in 3 groups (1 group of 5 students per university) on content and content generation for the social media posts and campaign for 2 months on the themes of (The students are already aware of these topics):

- The history of language rights in Sri Lanka
- Language barrier and women's access to the criminal justice system;
- Language rights: equality & diversity and inclusion;
- Language rights and international best practices;
- Laws applicable for language rights in Sri Lanka and
- Language rights reform.

4.3 Conduct two briefing meetings (In Sinhala and Tamil, interpretation services can be arranged) for the students to brief them of the campaign strategy and to gather their ideas for the social media campaign. The session must include but not be limited to;

- Creating a basic understanding of the communication guidelines developed by CEJ for youth
- Explanation of the social media campaign strategy to the students
- Providing ideas of content and concept creation for the campaign

4.4 Finalize the social media campaign strategy based on CEJ and student feedback.

4.4 Develop social media posts based on the content and concepts received from the student groups on the above themes;

- Provide mentoring and guidance to the students throughout the duration of the social media campaign for 2 months.
- The consultant will help students come up with creative concepts/ideas for the posts, and then create the posts based on the students' ideas.
- Each post must incorporate donor branding guidelines.
- Each draft post must be shared with CEJ for review and approval.
- Ensure that all 3 student groups create a minimum of 5 posts each (15 minimum in total) and aim to have a language balance in Sinhala and Tamil. Should there be a preference for a particular language (Sinhala, Tamil, or English) in demonstrating their creative ability, kindly notify CEJ of the same.
- The consultant will have to provide translations for all posts and submit them to CEJ for review.
- Submit a list of the content collaborators for each post, with the student name and University.
- The consultant may work with an intern/assistant if he/she needs any support with content creation or coordination with the students. The costs will be borne by the consultant. The intern/assistant is required to sign a confidentiality agreement with CEJ.

4.4 The Consultant must work in collaboration with CEJ staff to finalize a posting and boosting plan. The deadlines for submission of the finalized creatives will be agreed between the Consultant and CEJ. The Consultant will produce the finalized creations in batches of 5.

4.5 The Consultant must ensure that the uploaded content is cross shared by the students on their social media accounts.

4.6 The campaign must commence from (TBC) and be active till (TBC) for a period of 2 months.

5. Deliverables

	Deliverable	Deadline
1	Meet with CEJ for a virtual meeting	TBC
2	Submit the outline of a social media campaign strategy as explained under 4.1 above for CEJ review.	TBC
3	Conduct the virtual briefing(s) as explained under 4.3 above for the students to brief them on the social media strategy and to discuss their ideas for the same.	TBC
4	Submit the finalized campaign plan after incorporating CEJ & student feedback under deliverable 3 above.	TBC
5	Meet with CEJ to finalize the posting and boosting plan.	TBC
6	Submit the drafts of the first 8 posts and other content in S/T/E produced for CEJ review.	TBC
7	Incorporate CEJ feedback into the content of the above.	TBC
8	Submit the finalized batch of posts 1-5 for posting.	TBC
9	Submit the drafts of the remaining posts and content and other content produced in S/T/E for CEJ review.	TBC
10	Incorporate CEJ feedback into the content for the above.	TBC
11	Submit the finalized second batch of posts (6-10) for posting.	TBC
12	Submit the finalized third batch of posts (11-15) for posting	TBC

13	Successfully complete the digital awareness social media campaign.	TBC
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6. Duration

The proposed time period of the consultancy will be from 1st September 2022 to 1st December 2022.

7. Consultancy Fee

The Consultant is required to quote an all-inclusive fee for the assignment. The amount will be agreed upon between CEJ and the Consultant and set-out in the contract, as per the Financial Guidelines of CEJ. The contract will be between CEJ and the Consultant. Payments will be made in installments upon the submission and approval of satisfactory deliverables.

Installment	Deliverable	Payment
First	1, 2 & 3	20 % of the payment
Second	4 & 5	10 % of the payment
Third	6,7 & 8	30 % of the payment
Final	9,10,11, 12 & 13	40 % of the payment

- This is an all-inclusive fee and will include the payment for a translator. This also includes any other costs and remuneration for any assistance/services needed by a co-consultant/translators and assistants.
- Payment of each installment will be made within ten working days from the date of approval of deliverables.

*Only short-listed candidates will be notified. Interested candidates may send a resume to suhanya.cej@gmail.com with names and contact details of two referees **by the 16th of August 2022.***

