

## **Terms of Reference Social Media Consultant**

### **1. Profile of CEJ**

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

### **2. Project Background/Context**

The Centre for Equality and Justice (CEJ) is currently spearheading a four-year initiative dedicated to addressing and mitigating Technology-Facilitated Sexual and Gender-Based Violence (TFSGBV) across the districts of Puttalam, Galle, Batticaloa, Kilinochchi, and Anuradhapura. This multifaceted project includes rigorous research, capacity building, and high-level advocacy to create a safer digital ecosystem for all. By targeting a diverse spectrum of stakeholders, including TFSGBV survivors, first responders, hotline workers, policymakers, and women human rights defenders, the project seeks to strengthen response mechanisms and influence policy and legislative frameworks. As a key component of its outreach strategy, CEJ is launching a social media campaign designed to transform project-generated data into actionable public awareness. This campaign will utilize a wealth of evidence-based resources, such as online rapid poll reports, awareness-raising materials, advocacy meeting outcomes, and technical workshop reports with CSO members and service providers. By synthesizing these initial research findings and case studies into a digital narrative, the project aims to bridge the gap between grassroots experiences and systemic change, fostering a culture of digital accountability and survivor-centric support.

### **3. Scope of Work**

CEJ seeks the services of a Social Media Consultant to design and implement a targeted, multilingual media advocacy campaign focused on Technology-Facilitated Sexual and Gender Based Violence and its impact on women and girls in Sri Lanka. The Consultant will work closely with the CEJ team and report to the Executive Director. The payment and the deliverables are below:

#### **1. Deliverables**

- Work closely with the CEJ Team and participate in regular coordination and check-in meetings to ensure alignment with advocacy objectives and timelines.
- Design and implement a clear social media strategy and content calendar for the TFSGBV campaign aligned with CEJ's project goals, including themes, messaging, social media post formats, sequencing, and platform-specific approaches.
- Review project materials, including workshop reports, an online poll report, and case studies, and translate findings into simplified, engaging, and shareable social media formats.
- Create up to 20 pieces of compelling and accessible social media content (static posts, carousels, short videos, reels, infographics, and/or quote cards) that:
  - Define what TFSGBV is

- Illustrate how it manifests in daily life, such as doxing, non-consensual sharing of intimate images, cyber-stalking, and online harassment, using examples found in the project’s district research
  - Highlight available support services and referral pathways
  - Educate the public on their digital rights and the existing legal frameworks or platform reporting tools available to hold perpetrators accountable.
  - Include at least two success stories of victims who accessed services
  - Convey opinions of the youth on the services to TFSGBV in Sri Lanka, based on the online poll report.
  - Key facts from the research study on the services to TFSGBV in Sri Lanka
- Maintain CEJ’s visual identity, ethical standards, and advocacy tone, with particular sensitivity to representing survivors’ voices accurately and respectfully.
  - Monitor engagement and performance throughout the campaign period and make rapid adjustments where necessary to ensure maximum reach and impact
  - Prepare and submit a post-campaign report summarising reach, engagement metrics, audience insights, and key lessons learned for future advocacy campaigns.
  - Tailor content for optimal performance across CEJ’s social media platforms, including Facebook, Instagram, and Twitter/X, taking into account platform-specific formats, caption lengths, hashtags, and engagement tools.

#### 4. Expected Deliverables

Deliverables	Timeline (Tentative)
1. Meeting with the CEJ Team to discuss the concept of the social media campaign.	23rd March, 2026
2. Content Calendar/rollout strategy for the campaign- including dates, topics, formats.	30th March, 2026
3. Finalised designs for all posts for all social media platforms	5th April 2026
4. Complete posting and boosting of all social media posts <ul style="list-style-type: none"> <li>● Ensure translation of all social media content into Sinhala and Tamil, as required, and coordinate quality checks to ensure accuracy, clarity, and consistency of messaging across languages</li> </ul>	5th May 2026
5. Campaign Performance Report- a report on social media analytics, observations and recommendations.	30th May, 2026

## 5. Duration

The time period of the consultancy will be **between 23rd March 2026 and 30th May 2026.**

## 6. Consultancy Payment

The payment will be based on a quotation (LKR) and breakdown provided by the Consultant. As per the financial guidelines of CEJ, the contract will be between CEJ and the Consultant. Payments will be made in instalments upon satisfactory completion and approval of agreed deliverables.

## 7. Qualification and Experience

- Bachelor's degree in Communications, Media, Marketing or a related field.
- Prior experience (3-5 years) in developing and delivering social media campaigns, in the not-for-profit, human rights or youth engagement sectors.
- Proven experience in developing impactful platform-optimized content across all social media platforms, such as Instagram, Twitter/X and Facebook
- Proven proficiency with social media analytics tools (e.g., Meta Insights, Twitter Analytics) and a clear understanding of KPI tracking and reporting.
- Strong skills in content writing, visual storytelling and creative content.
- Proficiency with graphic design and video editing software (e.g., Canva, Adobe Creative Suite, or similar) is desirable.
- Fluency in English and at least one local language (Sinhala or Tamil).
- Ability to work under tight deadlines, with strong coordination and communication skills.

## 8. Confidentiality

Both during and after the end of the contract, the Consultant must not disclose any matters that have come to their knowledge during the course of their 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.

## 9. 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. Data collected under this consultancy must be treated as confidential and may not be shared with any person outside of CEJ.

Only short-listed candidates will be notified. Interested candidates may send a **detailed CV and quotation to [kamali@cejsl.org](mailto:kamali@cejsl.org)** with names and contact details of two referees with the email subject line **UF1.A.2.2 - Social Media Consultant by 18th March 2026.y**