



## TERMS OF REFERENCE

### **Social Media Assistant Consultancy**

#### **1. Profile**

Centre for Equality and Justice (CEJ) is a women's organization works with a focus on war-affected women's issues and has a strong action-oriented research and advocacy focus. CEJ's mission is the achievement of gender justice so that men and women 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 by fostering partnerships with grassroots level women's networks.

#### **2. Scope of Work**

The consultant will be responsible for supporting the overall CEJ's communications activities on the internet and social media, specifically, the consultation will be expected to:

1. Attend a briefing by CEJ.
2. Cover a minimum of three days per week at the CEJ office (9am-5pm.)
3. Bring any equipment they will need to execute the tasks required, including a laptop and relevant software.
4. Generate content in the form of posts, motion graphics, and edit short video clips for usage on Facebook.
5. Assist in setting-up and maintaining three Facebook pages.
6. Generate visual content which can be consumed by audiences that interact and communicate in Sinhala, Tamil, and English.
7. Produce high-quality graphic work, incorporate copy and submit work on time.
8. Incorporate changes and CEJ's feedback as needed.

9. Work closely with CEJ's communications officer to implement the communications plan.
10. Assist in archiving the graphic work produced.
11. Assist in recording social media analytics.

#### **4. Duration**

The above consultancy is for the duration of 04 Months, September 2019- December 2019.

#### **5. Payment**

Remuneration will be a fixed monthly rate depending on previous experience and skill level, and will be paid after the submission of a monthly invoice. Pay will be prorated for each day of work completed.