

Terms of Reference Social Media Consultant

1. Profile of CEJ

The Centre for Equality and Justice (CEJ) is a feminist, rights-based organisation committed to advancing gender justice across Sri Lanka. Established in 2017, CEJ has built a strong national presence through survivor-centred and intersectional work that addresses violence against women, strengthens access to justice, promotes inclusive governance, and empowers women from Sinhalese, Tamil, and Muslim communities. CEJ's approach is grounded in grassroots realities and informed by research, advocacy, and policy engagement, with particular focus on women affected by conflict, economic insecurity, social exclusion, and structural discrimination.

2. Project Background/Context

Sri Lanka's Assistance to and Protection of Victims of Crime and Witnesses Act, No. 10 of 2023 gives victims of crime the right to submit a Victim Impact Statement (VIS) to the court or commission. VIS provides courts with comprehensive information on how a crime has affected a victim's life, beyond the factual evidence presented during trial. Judges may consider these statements during sentencing, ensuring penalties reflect the full scope of harm caused. They also support decisions related to compensation, restitution, or rehabilitation orders. While Sri Lankan law recognizes the right of victims to submit a Victim Impact Statement, its use remains limited in practice. Expansion requires legal, institutional, and procedural strengthening to ensure the VIS becomes a standard and meaningful part of criminal justice rather than an exception.

International and comparative research shows that VIS can materially affect judicial outcomes and the broader criminal justice process. Studies and recent reviews find that victim statements increase the likelihood of restitution, compensation orders and a fuller recognition of the harm during sentencing. They also supply courts with a richer context that can influence discretionary decisions, encouraging judges to consider the human consequences of crime beyond purely legal elements. At the same time, research highlights implementation challenges of consistency, fairness, and concerns about potential "harshening" effects, which is why structured guidance and training for justice sector stakeholders is essential.

From a gender and access to justice perspective, VIS offers particular benefits for women, children and other marginalised victims. When properly designed and supported by trauma-informed processes, VIS can enable survivors to articulate non-physical harm (psychological, economic and social consequences) that courts may otherwise overlook, strengthen claims for compensation, restitution and rehabilitative orders and signal institutions that justice must respond to intersectional harms. This will improve survivors' trust and willingness to engage with the criminal justice system as well. These aims align with recent national priorities on preventing and responding to sexual and gender-based violence (SGBV) and expanding victim-centred services across Sri Lanka.

In this context, CEJ seeks to enhance the use of victim impact statements through awareness and capacity building of relevant justice sector stakeholders.

3. Scope of Work

CEJ seeks the services of a Consultant to design and deliver a social media campaign in all three languages, across social media platforms focused on the expanded use of VIS. This public awareness campaign will include 5 trilingual, digital awareness posters on VIS digital awareness posters on VIS and short (1.5 -2 minute) animation videos with voiceovers and subtitles. Utilizing the desk review of the existing literature, templates, guidance notes, training materials, and workshop outputs, CEJ will collaborate with an experienced consultant to craft and effectively disseminate a social media public awareness campaign on VIS.

To this end, the Consultant shall fulfill the following responsibilities and report to the Executive Director;

- Work closely with the CEJ Team and participate in regular check-in meetings.
- Design a content calendar and rollout plan for the campaign across all CEJ social media platforms (Instagram, Twitter/X, Facebook, YouTube), detailing daily themes, concepts, post formats, timing, sequencing, and platform-specific strategies aligned with CEJ's messaging and objectives.
- Tailor content formats, text length, hashtags, and features specifically for optimal performance on Instagram, Twitter/X, Facebook, Youtube.
- Oversee translation of posts in all three languages.
- A concise online feedback poll will be linked or circulated through CEJ's digital platforms with the content to gather audience perceptions of the content, clarity of messages, and whether viewers feel more informed about VIS
- Coordinate with CEJ staff to boost reach through cross-posting and targeted sharing.
- Provide a post-campaign report detailing engagement metrics (likes, shares, comments), reach, impressions, audience demographics, and key learnings/recommendations for future campaigns.
- Maintain CEJ's visual identity and tone of voice across all assets, adapting appropriately for the sensitive advocacy context.

4. Expected Deliverables

Deliverables	Timeline (Tentative)
1. Meeting with the CEJ Team to discuss the concept of the social media campaign.	5th May 2026
2. Content Calendar/rollout strategy for the campaign- including dates, topics, formats.	11th May 2026
3. Finalised designs for all posts for all social media platforms	18th May 2026
4. Complete posting and boosting of all social media posts	3rd June 2026
5. Campaign Performance Report- a brief report on social media analytics, observations and recommendations.	8th June 2026

5. Duration

The initial time period of the consultancy will be **between 5th May 2026 and 10th June 2026.**

6. Consultancy Payment

- The payment will be based on a quotation and breakdown provided by the Consultant.
- As per the financial guidelines of CEJ, the contract will be between CEJ and the Consultant.
- A quote in Sri Lankan Rupees (LKR) for the work must be provided by the consultant. A budget breakdown is compulsory.
- The final agreed upon payment will be made in installments based on the completion of deliverables within ten working days from the date of approval.

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 himaja.cej@gmail.com** with names and contact details of two referees with the email subject line **UP6 -Social Media Consultant by 3rd May 2026.**