

# Terms of Reference

## Communication Expert

### Basic Information on the project and Terms of Reference

The activities outlined in this Terms of Reference (ToR) are part of the Mouwatinat program, designed to bolster inclusive governance and rule of law in Libya. Implemented by VNG International and funded by the European Union, this 24-month program, commencing in August 2022, aims to support the Ministry of State for Women’s Affairs (MoWA), the Libyan Women Elected Officials Network (WEON), and women in pilot project areas and marginalized regions, such as the South. The focus lies on enhancing gender equality and promoting women’s participation in public life and decision-making processes.

Despite ongoing efforts to advance women's inclusion, participation, and representation in public governance, further targeted interventions are needed. These interventions are required both at the national level, engaging relevant institutions like MoWA, and at the local level, involving women elected councillors, the WEON, and civil society.

The Mouwatinat Program encompasses various activities aimed at benefiting MoWA and the WEON. To ensure the successful execution of these activities, there is a need for robust communication support. This support will not only highlight achievements but also manage all communication logistics and visibility aspects, hence the purpose of these ToR.

### Position description

<b>Position</b>	<b>Communication Expert</b>
<b>Project</b>	MOUWATINAT
<b>Activity name and number</b>	Communication on the whole project and its activities Support to WEON in the implementation of its communication strategy
<b>Information on the specific activity</b>	<p>Effective communication is crucial to the success and realization of the program's primary objectives. A Communication Expert will be instrumental in ensuring seamless and efficient communication processes throughout the program.</p> <p>The responsibilities of the expert encompass:</p> <ol style="list-style-type: none"> <li>1. Overseeing communication processes for the Mouwatinat Project, ensuring efficient information dissemination both internally and externally. This includes: <ul style="list-style-type: none"> <li>- Communication Planning and Coordination</li> <li>- Managing relationships with the technical team and external providers</li> <li>- Social Media Platform Management and Content Creation</li> </ul> </li> </ol>

	<ul style="list-style-type: none"> <li>- Evaluation and Reporting</li> </ul> <p>2. Assisting WEON in implementing its communication strategy, particularly focusing on communication related to:</p> <ul style="list-style-type: none"> <li>- The grant provided by the Mouwatinat project</li> <li>- Campaigns aimed at combating violence and advocating for increased female representation in elected councils.</li> </ul>
<p><b>Activities to implement, tasks and responsibilities</b></p>	<p>The expert will realize the following activities:</p> <ol style="list-style-type: none"> <li><b>1. Communication Planning and Coordination:</b> <ul style="list-style-type: none"> <li>- Work closely with project managers to grasp their communication requirements and objectives for scheduled activities throughout the contract duration.</li> <li>- Supervise the execution of the Mouwatinat communication strategy and plan.</li> <li>- Facilitate communication activities, ensuring punctual execution and smooth delivery.</li> <li>- Aid in crafting and disseminating external communication materials, including press releases, media kits, and public statements.</li> <li>- Coordinate with media partners and stakeholders to guarantee accurate and timely information distribution.</li> <li>- Oversee the organization's social media channels, ensuring content consistency and relevance.</li> </ul> </li> <li><b>2. Logistics and administrative Management of communication activities:</b> <ul style="list-style-type: none"> <li>- Manage logistical aspects of communication events, including coordinating service providers, setting up equipment, and selecting venues.</li> <li>- Coordinate with vendors, suppliers, and service providers to ensure smooth execution of communication projects, and oversee delivery and payment processes in line with the organization's protocols.</li> <li>- Maintain an inventory of communication materials, promotional items, and publications.</li> </ul> </li> <li><b>3. Social Media Platforms and Content Management:</b> <ul style="list-style-type: none"> <li>- Ensure the organization's platforms are up-to-date with relevant and engaging content.</li> <li>- Collaborate with content creators to produce high-quality materials for various communication channels.</li> </ul> </li> <li><b>4. Evaluation and Reporting:</b> <ul style="list-style-type: none"> <li>- Monitor the effectiveness of communication initiatives and campaigns.</li> <li>- Generate regular reports on communication performance, including key metrics and insights.</li> </ul> </li> </ol>

	<ul style="list-style-type: none"> <li>- Use data analysis to identify areas for improvement and make recommendations.</li> </ul> <p><b>5. Specific support to WEON and MoWA</b></p> <ul style="list-style-type: none"> <li>- Support the WEON team in executing the communication plan developed by Mouwatinat.</li> <li>- Support WEON in communicating the implementation of the grant provided by Mouwatinat.</li> <li>- Assist the MoWA team in executing the communication plan prepared by Mouwatinat.</li> </ul>
<b>Expected results</b>	<p><b>The expected results are the following:</b></p> <ol style="list-style-type: none"> <li>1. An effective communication process is implemented (for Mouwatinat project and WEON activities) fostering engagement both internally and externally, and ensuring better preparation of events,</li> <li>2. Logistics for communication events and material are supported for Mouwatinat project,</li> <li>3. Mouwatinat Social media platforms more attractive and UpToDate,</li> </ol>
<b>Outputs / Deliverables</b>	<p><b>The deliverables are the following:</b></p> <ul style="list-style-type: none"> <li>▪ Monitoring report for 3 Communication strategy and plans (Mouwatinat, WEON, MoWA),</li> <li>▪ Content for digital platforms,</li> <li>▪ Communication and visibility material for the foreseen activities and events (Mouwatinat activities and WEON grant) within the mission period,</li> <li>▪ Mission report.</li> </ul>

## Terms and Conditions

<b>Qualifications</b>	<p><b>Minimum qualifications</b></p> <ul style="list-style-type: none"> <li>• Bachelor's degree in Communication, Marketing, Public Relations, or a related field.</li> <li>• Proven experience in communication,</li> <li>• Proven experience in managing administrative and logistical communication processes.</li> <li>• Strong organizational and management skills.</li> <li>• Excellent written and verbal communication abilities in English and Arabic.</li> <li>• Proficiency in using communication tools and software.</li> <li>• Familiarity with website content management systems and social media platforms.</li> <li>• Ability to work under pressure and handle multiple tasks simultaneously.</li> <li>• Demonstrated problem-solving skills and attention to detail.</li> </ul>
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	<p><b>Additional preferred qualifications</b></p> <ul style="list-style-type: none"> <li>• Knowledge of crisis communication principles and gender-sensitive communication.</li> <li>• Experience in Libyan context</li> </ul>
<b>Approximate number of working days</b>	<b>17 expertise days in total</b>
<b>Period of the assignment</b>	<b>From April 29 to July 29, 2024</b>
<b>Requested documents</b>	<ul style="list-style-type: none"> <li>- An updated resume as well as any documents confirming your competence.</li> <li>- A financial offer indicating the daily amount excluding VAT, the VAT rate, and the total amount excluding VAT (HT) and including VAT (TTC).</li> </ul>
<b>The documents should be addressed to these email addresses</b>	<p><a href="mailto:rafika.adhadhi@cilg-international.org">rafika.adhadhi@cilg-international.org</a> <a href="mailto:cilg@cilg-international.org">cilg@cilg-international.org</a></p>
<b>Deadline for submitting the offers</b>	<b>April 24, 2024, at 5 PM</b>
<b>Location of the Assignment</b>	Tunisia, CILG Office Expert's home