

Terms of Reference

Title: Social Media Strategist / Consultant

Project: Creative Expression through Films

Type of contract: Fixed Term Contract

Closing date: 25.11.2023

1. Purpose: elbarlament is seeking to recruit a qualified social media strategist in Lebanon to support the project “Creative Expression through Films”. The social media strategist will sign a service contract with elbarlament e.V., intended to take effect on 27.11.2023 until 31.12.2024.

2. Background: elbarlament is a non-profit organisation supporting peacebuilding and democracy with a special focus on empowering women and youth. We follow a unique approach that integrates conflict sensitivity, cultural awareness and intersectionality. Elbarlament cooperates with parliaments, governments, civil society actors and international institutions, implementing projects and delivering consulting services in German, English, French and Arabic. Our international and multilingual team is based in Berlin, Cologne and Erbil (Iraq). More information about elbarlament is available at www.elbarlament.org.

Elbarlament is currently implementing the project “Creative Expression through Films” which is a socio-cultural project with a series of ten independent workshops in Lebanon. The project aims to motivate people from all regions of Lebanon to express their ideas and desires for social change in a creative way and thus participate in the public discourse on Lebanon’s political, social, cultural and economic development. The ten workshops will be held by two Lebanese experts/filmmakers and will cooperate with cultural actors, stakeholders and institutions from Lebanon. Each workshop groups eight participants who will produce short individual video diaries over the period of five intensive days. Thus art presents a key way for individuals to

raise a voice, an expression and to process their reality. Selected video diaries produced in the workshops will be screened publicly.

The project is implemented by elbarlament and funded by the German Federal Foreign Office.

3. Objectives and expected results:

The social media strategist is expected to undertake the following tasks:

- Develop a social media strategy/communication (including revisions and updates) for the project's work in Lebanon including, but not limited to, the workshops and the annual screening campaign to manage and increase followership of the project "Creative Expression through Films" / elbarlament e.V.'s social media accounts as agreed with project management.
- Develop an Always-on content strategy for 2023/2024 to create a continuous stream of content and activities that are relevant and valuable to the audience.
- Explore and develop a social media communication plan/strategy regarding the following: the current state of the project and its stakeholders (esp. elbarlament e.V., the experts, opportunities of communication, target audience exploration, communication pillars, tone of voice, and posting thinking)
- Explore a PR strategy relevant to Lebanon
- Content calendar support, especially for the initial phase of implementing the strategy
- Work closely in coordination with the responsible project manager at elbarlament e.V., the Lebanese experts/filmmakers conducting the workshops/screenings
- Total scope of work:
 - Develop and present the communication strategy
 - Provide optional monthly support and advice on thinking and ideation for monthly content calendars (on average 1 day/8 hours per month)

4. Requirements:

- Experience in social media strategy and management, ideally in the field of culture, film, video or media.
- Proven work experience as a Social Media Strategist with brand strategy responsibilities.
- Experience creating and leading a brand strategy with measurable success.
- Experience with social media ad planning and buying.
- Experience in thinking cross-platform.
- Excellent communication skills.
- Meticulous attention to detail, and an unwavering commitment to producing high-quality work.
- Flexibility and adaptability to shifting needs and responsibilities.
- Effective time management skills and the ability to meet deadlines.
- Fluent in spoken and written Arabic/Lebanese and English.

5. Application and selection: Applications should include the below documentation:

- A cover letter, describing the overall interest in the position
- An updated CV
- A financial offer

Incomplete applications, or those received after the published deadline, will not be considered.

6. Deadline and selection modalities: Interested candidates are invited to submit the application documents in one PDF file no later than midnight on November 25, 2023 to Mrs Lilly Ottens (ottens@elbarlament.org).

Candidates who do not receive any feedback within three weeks of the deadline should consider their application as unsuccessful.