

**Terms of Reference**

<b>Project</b>	<b>DIP Project</b>
<b>Period of Performance</b>	<b>August 1, 2023 – December 31, 2023</b>
<b>Location</b>	<b>Remote</b>
<b>Date of announcement</b>	<b>July 13, 2023</b>
<b>Activity Title</b>	<b>Communications Expert (s)</b>

**1. Background**

Leaders International (LI) plans and delivers innovation and economic development interventions with a particular focus on private-sector development, entrepreneurship, job creation, digital transformation, and access to markets. The organization manages a multi-million active portfolio of grants and service contracts to ensure the economy's access to the necessary means and resources for development and economic prosperity. Through its projects, LI leverages its expertise in research, strategy, and management to provide its beneficiaries with sustainable technical and financial assistance, and build their capacity and resilience to adapt to different economic challenges.

**2. Project Background**

In light of increased social tension and the spread of harmful media content in the MENA region, Digital Innovations for Peace (DIP) aims to nurture the resilience of societies in Libya, Algeria, Tunisia, Palestine, Jordan, and Lebanon in the digital sphere. To achieve this, LI will bring together creative entrepreneurs, digital technology activists, and media professionals to support the development of innovative media and information literacy solutions, with a special focus on tackling disinformation. Furthermore, the project will create a cross-regional network for professional exchange and capacity building to promote innovative, high-quality reporting on conflict-related topics. Ultimately, the project will find innovative, localized ways to make use of the ongoing digital transformation to develop and ensure the viability of quality media in the region.

**3. Scope of Work:**

- Managing the Project's social media outlets by taking ownership of content creation/editing (organic promotion) as well as account settings, creative layout, and organizational bios. The expert is expected to do some research when writing content from scratch. Content may be delivered in the form of written copy, graphics designed on Canva, videos produced/edited on Canva, edited photos, stories/reels/ highlights, and other types of content that may become trendy on social media. The expert shall deliver a minimum of 3 posts per week on each of Facebook, Instagram, Twitter, and LinkedIn, and videos whether produced by the expert or not shall be uploaded on YouTube.

- Writing and/or editing one piece of content per month, such as a web article, success story, news piece, or a press release that is no less than 600 words in length. Writing content from scratch may require that the writer does the needed research to collect information.
- When needed, pitching media stories to international journalists, connecting LI with international writers or publishers interested in writing about the Project, or publishing content at any international media/news site.
- Any other tasks as assigned by LI's communications manager.

**4. Duration of Work:**

- August 1<sup>st</sup>, 2023 – December 31<sup>st</sup> 2023

**5. Qualifications Required:**

- At least 7 years' experience in communications, public relations, marketing, content writing, copywriting, and/or social media management
- BA degree in business management, marketing, PR, media, or communications
- Experience in designing and implementing marketing and communications strategies
- Strong writing, editing, and analytical skills.
- Excellent verbal and written communications skills in English and Arabic
- Proven experience in leading a team.

**6. Taxes and other Terms:**

- The offer should be VAT inclusive
- For individual consultants, Applicable tax laws apply

Please submit all required documents to [procurement@leadersinternational.org](mailto:procurement@leadersinternational.org) no later than July 27, 2023 **in EUR Currency.**



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## FINANCIAL OFFER FORM FOR

### DIP Project

Please fill in the table below and submit it along with your CV or company profile

To: [procurement@leadersinternational.org](mailto:procurement@leadersinternational.org)

Name of subject: **Communications Expert(s)**

First Name, Last Name	
Address	
Mobile	
E-mail address	
Nationality (for tax purposes)	
Expected daily rate in <b>EUR</b>	