
Terms of Reference (ToR)

Position Title: Social Media Expert

Project: Women Friendly Label – Promoting and Protecting Women’s Rights in the Workplace

Implementing Partners: Al-Hayat Center – RASED & ActionAid Arab Region

Funding Agency: European Union

Duty Station: Remote/Amman, Jordan

Duration: Part-time consultancy | June 2025 – June 2026

Reports to: Project Manager & Communication Officer

1. Background

The *Women Friendly Label* (WFL) project aims to promote gender-responsive practices in the workplace by engaging civil society organizations (CSOs), small and medium enterprises (SMEs), trade unions, and governmental stakeholders. A key element of the project is a robust communication strategy that amplifies the visibility of project results, success stories, advocacy milestones, and institutional engagement—especially on social media platforms.

2. Purpose of the Assignment

The Social Media Expert will be responsible for designing, implementing, and monitoring the project’s digital outreach strategy. The expert will ensure that all project-related content on platforms like Facebook, Instagram, Twitter, LinkedIn, and TikTok is aligned with EU visibility guidelines and effectively engages key audiences (e.g. private sector, women leaders, CSOs, media, and donors).

3. Scope of Work / Responsibilities

- Develop and implement a **18-month social media strategy** for the WFL project in coordination with the project team.
- Plan, produce, and publish weekly content, including:
 - Awareness posts on Labor law and gender equality.
 - Highlights from trainings, mentoring sessions, and national events.
 - Success stories of certified institutions.
 - Promotional materials for the Women Friendly Label.
- Coordinate **daily/ Weekly/ Monthly social media coverage** during major project events (e.g., training workshops, mentoring, learning event).
- Produce **video reels, stories, and interactive visuals** (Arabic + English).
- Develop **monthly social media calendars**.
- Ensure adherence to **EU visibility guidelines** in all content.
- Track engagement metrics and generate **quarterly reports** on reach, growth, and impact.
- Collaborate with graphic designers, videographers, and field teams as needed.

4. Deliverables

Deliverable	Frequency
Social Media Strategy (June 2025 – June 2026)	Once, by June 30, 2025
Monthly content calendars	Monthly
Daily posts during live events	As scheduled
8–10 video reels across project lifecycle	At key milestones
EU visibility-compliant content	Ongoing
Analytics & performance report	Quarterly
Final summary of digital engagement	June 2026

5. Qualifications & Experience

- At least 3–5 years of proven experience managing social media for development or rights-based projects.
- Familiarity with **EU visibility standards** and gender-related themes.

-
- Strong skills in content creation, visual storytelling, and social media analytics.
 - Experience working with CSOs and/or private sector is an asset.

6. Time Commitment & Payment

- Estimated average: 8–12 working days per month.
- Payment will be made upon approval of deliverables and submission of timesheets.

7. Application Process

Interested applicants should submit:

- Samples of previous social media work
- Financial proposal (daily rate)
- Technical proposal

Applications should be sent to: Hamza.h@hayatcenter.org or submitted Handly to RASED office

Deadline for application: 10/11/2024