

SCOPE OF WORK
COLLECTIVE ACTION TO REDUCE GBV (CARE-GBV)
SOCIAL MEDIA/ONLINE ENGAGEMENT SPECIALIST

Introduction

Collective Action to Reduce Gender-Based Violence (CARE-GBV) is a two-year USAID-funded activity under the USAID Analytical Services IV indefinite delivery, indefinite quantity contract implemented by Development Professionals Inc.-Making Cents International LLC, working with DPI, Making Cents, and FHI 360. The goal of CARE-GBV is strengthening USAID's collective gender-based violence (GBV) prevention and response work, or "collective action," in development programs globally.

CARE-GBV will support USAID to achieve its goals by developing standards that guide effective programming, implementation plans, tools and training resources, and by supporting vibrant communities of practice. This activity will promote the uptake of actionable knowledge and learning by USAID, partners, and the broader GBV stakeholder community. There are five objectives of this activity:

Objective 1: Develop and disseminate Foundational Elements for integrated and standalone GBV programming in development contexts.

Objective 2: Strengthen programming for the prevention of and response to harmful GBV practices - specifically practices such as child, early, and forced marriage (CEFM) and female genital mutilation or cutting (FGM/C).

Objective 3: Create knowledge products to support evidence-based GBV programming.

Objective 4: Strengthen the USAID GBV community of practice and donor coordination in GBV programming.

Objective 5: Promote research to practice of existing GBV activities through small grants to new, local, and underutilized partners.

The Social Media/Online Engagement Specialist will support CARE-GBV across all objectives.

Role of Consultant

The Consultant will be responsible for managing social media platforms, content, and outreach activities and leading stakeholder engagement efforts for the CARE-GBV activity, to include contributing to and coordinating communications strategy with activity team. The consultant will support staff in developing materials to post, including identifying appropriate visuals. The consultant will support interactive online and digital solutions.

Travel is not expected for this engagement due to COVID-19 restrictions.

The consultant will work directly with the CARE-GBV Knowledge and Change Management Specialist and her team. The CARE-GBV Chief of Party (COP) will provide overall management and technical support for the activity.

Tasks

- Manage the CARE-GBV project Facebook and Twitter accounts, including drafting and scheduling content (posts and tweets) regularly and according to the designated frequency of messaging outlined in the communications strategy.

- Support the Chief of Party in obtaining USAID clearances for all social media in sufficient time for communication objectives to be achieved.
- Develop social media plans and participate in social media campaigns for project events as well as relevant key dates and internationally recognized days, events, and conferences (e.g., 16 days of activism against GBV, CARE-GBV learning events, Women Deliver, SVRI Forum, etc.).
- Participate in various conference and meeting planning committees as a CARE-GBV communications representative and draft and implement CARE-GBV social media plans for each event.
- Monitor and record social media analytics quarterly according to the communications strategy, including the number of people who like/follow the CARE-GBV social media accounts, and provide updates for project reports.
- Launch and manage WhatsApp groups or similar platforms, for internal learning and communications between project staff and the various working groups that CARE-GBV supports.
- Provide support in the design and production of virtual meetings, webinars, and trainings via Zoom or Microsoft Teams as needed and support innovative approaches to meeting facilitation
- Build CARE-GBV staff capacity in participating in social media.

Minimum Requirements:

- Minimum of MA/MS in communications, or related field, with five years of experience
- Knowledge of GBV field, in humanitarian or development settings, current donors, and core standards
- Experience with social media marketing, behavioral change methods, and relevant software platforms commonly used to enable activities
- Experience working with USAID strongly preferred.

Level of Effort:

Maximum Level of Effort will be **40-60** days between February 2021 – July 2022.

Deliverables

- Draft social media engagement plan, to include a calendar based on workplan deadlines
- Draft relevant posts, number TBD, to be shared on various platforms over the course of the project
- Support identifying relevant and ethically sourced photos and graphics
- Provide quarterly analytics reports
- Perform other social media and communications tasks as determined

To apply, please submit the following to bnaraghi@developmentpi.com by Friday, January 29, 2021:

- Cover letter with proposed daily rate
- CV