

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

To Apply:

Submit a cover letter with the proposed daily rate and a CV to bnaraghi@developmentpi.com by Friday, February 19, 2021. However, applications will be accepted until the right candidate is identified.

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.

Role of Consultant

The Consultant will be responsible for leading and managing the social and digital media plans and activities for the CARE-GBV activity. They will provide insight and direction on the latest social and digital media trends and tactics to increase awareness, engagement, and results of social marketing and communication campaigns and activities. They will also contribute to the knowledge management and communications strategy for CARE-GBV and USAID GBV portfolio. Additionally, the consultant will support interactive online and digital solutions, including the production of short videos.

Travel is not expected for this engagement.

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

- Support and lead components of strategic planning, content creation, and management of social and digital media activity, including the launch of a new community of practice listserv.
- Work with staff to develop social media/web content and engagement plans for CARE-GBV knowledge and change management product.

- Support the Chief of Party in obtaining USAID clearances for all social media in sufficient time for communication objectives to be achieved.
- Develop evaluation plans to actively measure and monitor social and digital media through analytics platforms. Analyzes data to suggest recommendations for strengthening program and campaign results.
- Participate in the development of trainings for clients, colleagues, and partners about social and digital media topics.
- Provide training and technical support to staff in the design and production of virtual meetings, webinars, and trainings to support innovative approaches (e.g., Zoom, Teams, Mural, Mentimeter, etc.).
- Maintain knowledge of the latest changes and trends to social tools, applications, channels, design, and strategy.
- Work collaboratively with CARE-GBV staff to increase social/digital media capacity.

Additional possible roles:

- Support the production and editing of short videos and helps identify and source photos and illustrations to complement CARE-GBV materials for USAID and global audience.
- Provide input to content development with CARE-GBV landing page.

Education and experience:

- Master’s degree and eight years of experience in communications, public relations, digital media, or related field.
- Experience working with USAID communications and global projects.
- Demonstrated experience in writing and executing social and digital media plans. tools, web content technologies and other paid media tools.
- Articulate, professional, and able to communicate in a clear, positive manner with clients and staff.
- Knowledge of GBV field, in humanitarian or development settings, current donors, and core standards.
- Excellent project management skills.

Level of Effort:

The estimated Level of Effort will be **50-70** days between February 2021 – July 2022.

Deliverables

- Strategic plan for content creation and management of social and digital media activity, including the community of practice listserv.
- Social media and engagement plans for CARE-GBV knowledge and change management product.
- Obtains USAID clearances for all social media content.
- Evaluation plans to measure and monitor social and digital media analytics.
- Conducts quarterly social and digital media analytic quarterly.

- Trainings for colleagues and partners about social and digital media topics and online virtual learning platforms (e.g. Zoom, Teams, Mentimeter, Mural, etc).
- production of short videos to complement CARE-GBV materials for USAID and global audience.
- Support identifying relevant and ethically sourced photos and graphics