

Terms of Reference: Trainer for Social Media Advocacy (MENA Region)

Subject: Expert trainer required to prepare, organize, and deliver social media training to six cohorts in six MENA countries and contribute to a Training Manual adapted to the MENA region.

Position: Social Media Advocacy Trainer

Timeframe: June to December 2020 (precise number of days to be determined)

Duty Station: Beirut

Summary

The trainer will conduct specific activities, detailed below, aimed at developing partner NGO capacity with respect to developing legal advocacy campaigns using various A/V formats (short texts, public service announcement, images, short reports, short films, etc.) and using various social media platforms (Twitter, Instagram, YouTube, etc.)

The trainer will use the material developed for the training, as well as feedback and input collected from participants from different country contexts, to help Equality Now MENA develop a Training Manual on legal advocacy and social media. The Training Manual will address the needs and specificities of the MENA region. Equality Now MENA plans to make the Training Manual available on its Arabic website in order to help NGOs and youth activists promote legal equality in the region. Both the training and resulting manual will contribute to Equality Now MENA's strategy to build regional partners' capacity with respect to legal advocacy.

Specific Activities

The Expert/Trainer:

(a) will undertake a participatory training needs assessment through discussions and consultations with partners and staff at Equality Now MENA. S/He will also coordinate with the Communications team in the UK.

(b) will produce a training needs assessment report based on the above, including recommendations for training topics to be included in the training sessions.

(c) will develop, in Arabic & English, the content for the training sessions on Social Media Advocacy that is tailored to Equality Now's partners. Final topics to be included will be agreed on with Equality Now MENA.

(d) will apply the content developed for the Manual during training sessions with key beneficiaries (partner organizations) from 6 countries out of the following: Lebanon, Jordan, Palestine, Egypt, Iraq, Tunisia, Algeria, and Morocco.

(f) is willing to travel to any of the above countries in order to conduct the training sessions, and should travelling prove impossible due to COVID19, should be prepared to train the participants remotely.

(f) will provide follow up to trainees after the conclusion of the training sessions in order to supervise their production/media campaign output, give feedback, and incorporate the work produced by the trainees, including lessons learnt, best practices, etc., in a draft version of the training manual to be later finalized with EN MENA.

Methodology

The Expert/Trainer will use a methodology that is participatory and includes consultations and listening to the views and perspectives of the participants in order to develop content that is suited to the needs of the partner organizations. The Expert/Trainer will apply a human rights and gender equality approach throughout the training.

Schedule of Deliverables

Phase 1: Consultation with EN MENA and partner organizations from six MENA countries to conduct training needs assessment and develop the training material. The suggested content should fulfil the requirements of developing creative audio-visual content on legal advocacy for use in various social media tools and platforms (YouTube, Twitter, Instagram, Facebook).

- Deliverable #1: Delivery of first draft of the content of the training material: Monday 6 July 2020

First payment to be provided upon approval of Deliverable #1

Phase 2: Conduct two-day training sessions for four different cohorts from six different countries, in four different national contexts. Should travel prove difficult due to the Covid19 pandemic, the training should be adapted and given online to participants.

- Deliverable #2: Delivery of training sessions: August through October 2020
 - Second payment to be made upon completion of the training sessions.

Phase 3: The Expert/Trainer will offer additional training through follow up sessions with each of the four cohorts, in order to review their work (participants will be asked to produce sample media advocacy campaigns) and give direct feedback on it. Such follow up sessions will be conducted online.

- Deliverable #3: Conduct follow-up instruction for four cohorts
 - Third payment to be made upon completion of the follow-up instructions sessions (anticipated timeline is September to October 2020)

Phase 4: Expert/Trainer will produce a draft manual that incorporates some of the work produced by the participants (best samples, do's and don'ts, etc.) and that reflects a better understanding/assessment of the needs and realities of participants from the MENA.

- Deliverable #4: Draft Training Manual.
 - Fourth payment to be made upon completion of the draft Training Manual (anticipated timeline is December 2020)

Requirements for Experience and Qualifications

(a) A post-graduate or equivalent qualification/ degree in communication, filmmaking, or any other relevant discipline. Experience of applying human rights-based approaches will be an advantage;

(b) At least 5-7 years of prior technical work experience in the field of audio-visual production (story development, storyboard, scriptwriting, cinematography, sound mixing, editing, etc.)

(c) Demonstrated knowledge of human rights/women rights issues in the MENA, and ability to cover them through audiovisual production. Emphasis on storytelling (from short public service announcement format, to longer format such as short fiction films).

(d) Demonstrated knowledge and experience in training/teaching various phases of audio-visual productions

(e) Excellent oral and writing communication skills in Arabic, French, and English.

To Apply

Please send a resume and brief proposal (no more than two pages) detailing why your experience is well-suited to this project to ddabbous@equalitynow.org. The deadline to apply is 8 June 2020.