

Terms of reference  
Researcher  
Women Empowered for Leadership (WE4L)  
2018-2020

National Commission for Lebanese Women (NCLW)  
In partnership with HIVOS

### **Brief about NCLW**

The National Commission for Lebanese Women (NCLW) is an official body, which was established in 1998 by law 720, and is directly affiliated to the presidency of the Council of ministers.

As a National Women Machinery, NCLW works on enhancing the status of women and ensuring equal opportunities between men and women. NCLW acts as the consultative body of the government and of national councils and institutions on all issues related to the status of women including gender-based issues.

### **Brief about HIVOS**

HIVOS Foundation is an International development organization guided by humanist values. Together with local civil society organizations in developing countries, HIVOS wants to contribute to a free, fair and sustainable world. HIVOS is currently conducting “the Women Empowered for Leadership (WE4L) Programme” with different partners.

### **Brief about the Women Empowered for Leadership (WE4L) Programme**

WE4L aims to ensure women have equal opportunities and the capacity to fully participate in political life and decision-making processes, while also creating more public recognition and support for women in leadership positions.

Women Empowered for Leadership (WE4L) uses a combination of advocacy, skills training, knowledge tools and coalition-building. The program works directly with potential women leaders, as well as with political parties, trade unions, civil society organization, the media and the creative sector.

This programme is implemented in 5 countries: Jordan, Lebanon, Malawi, Zambia and Zimbabwe.

### **General information**

Consultancy title	Gender and media researcher
Program	Women Empowered for Leadership (WE4L)
Duty station	NCLW’s offices in Baabda and on the field when needed during work days (and weekends when needed)

Reports to	NCLW Projects Coordinator Project steering committee
Duration of the consultancy	January 2019- April 2019

## Background

The National Commission for Lebanese women (NCLW) and HIVOS contracted a three-year strategic partnership under the programme “Women Empowered for Leadership (WE4L)”.

Under this programme NCLW will be working on achieving the following objectives:

1. The production of a gender measurement tool to measure the progress of women situation in Lebanon and to monitor the reality of gender equality in Lebanon based on qualitative and quantitative indicators
2. The creation of an enabling environment for women in primary decision making circles through the development of gender strategies to be adopted and implemented by 3 political parties and 3 trade unions/ syndicates (or orders) based on an assessment of the gender situation conducted in a participatory approach (participatory Gender Audit/ PGA)
3. The establishment of platforms bringing together women leaders from different fields and young women from different regions, generations, fields, political background. Under this activity linkages of real-world and virtual networks would be created
4. The development and adoption of anti-discrimination policy to be adopted by the ministry of Labor and the Chamber of Commerce
5. The improvement of the image of women as portrayed in Lebanese ads. Under this activity, an anti-discrimination manual will be developed based on consultations with advertisements companies, NGOs, writers and script writers, TV art directors and gender experts. As a result a curriculum will be developed to be adopted by 3 faculty of arts in three universities as part of their official curriculum

## Role Description

NCLW is seeking to recruit a researcher for a three months consultancy period. The researcher will be responsible for conducting an assessment research to identify main trends for women portrayal and stereotypes in media in Lebanon. Research results will be used to foster positive images of women in media and will sensitize arts students as well as media professionals on the importance to conform to principles of women dignity as per the article 5 of The CEDAW international treaty and avoid objectification and stereotypes while producing ads and media materials.

## Key Responsibilities

- Design the research methodology to be used, sampling and selection method
- Share the research methodology and outlines of the research paper with the Steering committee before proceeding with the research
- Assess the representation of women in Lebanese advertisements/ soap operas and a number of casual TV programs through content analysis techniques and their impact on the public
- Prepare a comprehensive and consolidated report including the main reflections/ lessons learned
- Prepare a Power Point Presentation to present and discuss with the steering committee the lessons learned, challenges and good practices of the mission with regards to the assessment and the development of the guidelines

## Required Qualifications

- Master's Degree in social science especially gender studies, communications or relevant discipline with a good knowledge of gender issues, women human rights, and development
- 5 years of professional experience in similar roles
- Extensive experience in research
- Demonstrated research and analytical knowledge and skills
- Excellent facilitation skills
- Experience in advanced programs for statistical analysis of data
- Familiarity with women's rights organizations and networks in Lebanon
- Fluent in Arabic and English, French is a plus
- IT knowledge: Microsoft office, Internet browsing and data mining
- Ability to effectively work in partnership on multiple levels and with multiple stakeholders
- Excellent drafting skills and presentation of data
- Ability to work independently and manage multiple responsibilities.

## Deadline for applications submission

Deadline: Friday, 25 January 2019

Applications should be sent by email to [info@nclw.org.lb](mailto:info@nclw.org.lb) with the keyword "researcher" included in the subject.

- A cover letter
- An updated CV
- brief presentation of your consultancy explaining your suitability for the work and link to portfolio of work

- Outline of the methodology to be implemented