

NATIONAL COMMISSION FOR LEBANESE WOMEN

TERMS OF REFERENCE

Lebanon

I. GENERAL INFORMATION

Consultancy Title	Media Agency responsible for NCLW communication and social media – NCLW/UNFPA 2025
Project	Enhancing National Women Machinery Capacities for Advancing Gender Equality and Preventing Gender-Based Violence
Duty Station	Beirut, Lebanon
Reports to	NCLW Executive Board Secretary
Duration of Consultancy	November 2025 – end of December 2025

II. BACKGROUND

The National Commission for Lebanese Women (NCLW) is the National Women Machinery and is an official institution affiliated to the Presidency of the Council of Ministers. NCLW was established by law in 1998 to promote women's rights in Lebanese society and enhance gender mainstreaming in public institutions.

Since 2006, the National Commission for Lebanese Women (NCLW) has been collaborating with the United Nations Population Fund (UNFPA) towards mainstreaming gender aspects in various development platforms, policies, and strategies.

In 2025, NCLW will be working in close collaboration with UNFPA on a list of activities and interventions to eliminate gender-based violence and promote gender equality.

The Project, in collaboration with UNFPA, will consist of the following key interventions:

Implementation of the Sexual Harassment Law:

a) Dissemination and roll out of the "Self-learning online training courses on sexual harassment" in the workplace.

Gender Based-Violence

a) Developing and launching a National Platform for GBV Data Collection, Storage, and Analysis under the Lebanon National Gender Observatory (GBV-LNGO).

To strengthen understanding of its role and to amplify impact, NCLW seeks a qualified and experienced Media Agency to plan and prepare an integrated media and communication strategy across NCLW's social media platforms.

III. FUNCTIONS AND TASKS

Under the supervision of NCLW Executive Board Secretary, the Media Agency will have the following responsibilities:

- **Strategy & Planning**
 - Develop a communications and media strategy in line with NCLW's needs, including: objectives, audience, personas, messaging architecture, channel mix, content, to enhance NCLW's media identity and an M&E framework (KPIs, targets, etc.)
 - Review and evaluate NCLW's current suite of communication platforms, and identify recommended upgrades
 - Submit a one-year communications roadmap and quarterly action plans with budgets (media & production) in line with the developed strategy and extracted recommendations
 - Incorporate NCLW comments and feedback through several revision rounds.
- **Preparation of Content & Creative Pre-Production**
 - Prepare and submit the content outlined in the media strategy in close collaboration with NCLW committees and NCLW Media Officer.
 - Submit a social media calendar for every month from 1 December 2025 to 31 December 2026, as well as a strategy for the planning of all major events, national/international days, launches, and activities.
 - Produce multi-format content and templates: static graphics, carousels, infographics, explainers, reels/shorts, subtitles (AR/EN), motion graphics, thought-leadership visuals, and accessibility variants (including Lebanese Sign Language (LSL) picture-in-picture when applicable).
 - Conduct innovative, creative, and quality media productions in various aspects of short films, documentary making, as needed, including for national/international days, launches, and activities.
 - Pre-produce content, including general awareness posts, educational explainers, infographics, reels...)
 - Provide professional graphic design services.
 - Provide professional photography and videography for NCLW events and campaigns (as requested) during the consultancy period.
 - Ensure brand consistency and deliver a media toolkit (templates, lower thirds, title cards, thumbnails, story frames, press note templates).
 - Provide data about trending topics that are in line with NCLW mission and capitalize on them to boost NCLW audience appeal and engagement.
 - Incorporate NCLW comments and feedback through several revision rounds.

- **Digital and Social media ads**
 - Boost posts/videos/content disseminated during the consultancy period
 - Design a digital buying strategy and sample boosting plans (Facebook, Instagram, X, LinkedIn, YouTube; others if justified), including recommended audience planning, creatives, A/B testing, flighting, optimization, and transparent media buying (CPM/CPC/CPV benchmarks), as per allocated budgets.
 - Propose a fixed plan/strategy for influencer/creator collaborations following an influencer due diligence policy (brand fit, disclosure, safeguarding, cost, deliverables, metrics).
 - Recommend complementary channels where relevant (e.g., TV, radio, OOH, print, podcasts) with cost-effectiveness rationale.
- **Measurement, Learning & Optimization**
 - Provide one consolidated analytics report for the consultancy period, including metrics for content and any implemented campaigns, audience insights, lessons learned, and recommendations for 2026.
 - Design and set up a measurement framework for 2026, including: UTM structure, platform analytics dashboards, and a reporting template that NCLW can use internally.
 - Hold periodic debriefing sessions with NCLW to ensure overall strategic understanding of NCLW's work, program, and ensure that objectives are continuously met to the highest standard
- **Capacity Strengthening & Handover**
 - Deliver two skills-transfer workshops by the end of December 2025 (e.g., analytics, accessibility, etc.).
 - Maintain documentation and hand over all source files at contract end.

Deliverables:

- Inception Package (including inception report, communications & media strategy, M&E framework, any additional protocol needed)
- Media toolkit
- Content calendar for every month until the end of December 2026
- Production of a 2026 content package to be delivered by the end of December 2025, including at least:
 - 25 static/carousels (Ar/En),
 - 6 short-form videos (reels/shorts)
 - 3 infographics or visual explainers
 - A set of reusable templates (event, quotes, key messages, etc...)
- Digital media buying and boosting strategy (including budget, recommended audiences and segments, creatives, post-campaign reporting template with key KPIs and structure)
- Two capacity-building workshops
- Handover

Periodic meetings are to be held between the Media Agency and NCLW to inform them of the latest updates on the workflow and challenges, including weekly check-ins.

NCLW will provide the Media Agency with NCLW branding guidelines and a high-quality logo.

Note: All raw footage, editable artwork, project/source files, and final outputs are the exclusive property of NCLW.

IV. REQUIRED QUALIFICATIONS

Expected Background and Skills	• The assignment requires the following qualifications and experiences from the Media agency: • A minimum of 7 years of professional experience in social/media communications and short-form brand films. • Demonstrated experience delivering and implementing communications strategy for development agencies/ public sector institutions/ NGOs. • Proven capacity in creative content development, direction, editing, motion graphics, graphic and sound design. • Demonstrated experience in monitoring the implementation of communications strategies • Access to high-quality camera, light, sound, and post-production equipment. • Strong portfolio with comparable work in Lebanon/the region. • Previous experience working on gender equality/ women's rights <u>is a must.</u> • Ability to operate under strict time limits and apply high production and technical standards to maintain a high level of professionalism. • Team members with excellent Arabic and English; LSL capability (in-house or subcontracted): Account Lead (7+ years), Strategist (5+), Creative Lead (5+), Media Buyer (4+), Designer/Motion (4+), Videographer/Editor (4+), Community Manager (AR/EN), Analyst (3+).
Language requirements	Proficiency in oral and written Arabic and English are essential. French is a plus
How to apply	• Interested Media Agencies must submit the following documents to demonstrate their qualifications: • Technical Proposal, including:

- Media Agency's detailed information, company profile/legal name/year established.
 - Copy of the legal and tax registration.
 - Portfolio highlighting previous work experience (including case studies with links, strategy, and outputs).
 - Proposed Team, along with a brief presentation, CVs, and functional responsibilities of the key people to be engaged.
 - Detailed list with technical information on the equipment intended for use, including camera, light, sound, and editing software.
 - Strategy and methodology (including outline for NCLW, audiences, content pillars, channel mix, sample monthly calendar, measurement plan, etc.).
 - Workplan (including suggestions for a one-year draft roadmap and quarterly plan).
- A separate financial offer in US dollars (detailed breakdown of all estimated costs and clear total cost, including cost breakdown for deliverables, unit rates, media buying fees/boosting budgets, etc).

Evaluation & Selection Criteria:

- Technical quality & creative approach (30%)
- Relevant experience & portfolio (35%)
- Team composition & capacity (15%)
- Financial competitiveness (20%)

Overall weighting: 70% Technical / 30% Financial.

Shortlisted bidders may be invited to present (presentations may adjust technical scores).

Prospective Media agencies should apply and submit the above-mentioned documents to the email address info@nclw.gov.lb no later than **November 24, 2025**, and include the job title “Media Agency – NCLW/UNFPA Project” in the email subject.

- Applications received after the closing date will not be considered.
- Only shortlisted candidates will be contacted