

Terms of reference

Communications Consultancy Firm

National Commission for Lebanese Women (NCLW)

Job title	Communications Consultancy Firm
Organization	National Commission for Lebanese Women (NCLW)
Purpose	Strengthen NCLW's public visibility, outreach, and engagement through effective, strategic, and coherent communications across digital and traditional platforms.
Objective	Highlight Lebanese NCLW's work, achievements, and impact across all sectors to enhance awareness on women's rights in Lebanon and gender equality
Location	Beirut, Lebanon
Duration	March 2026 – December 2026 (subject to satisfactory performance and availability of funds.)
Reporting to	NCLW Executive Board Secretary

About NCLW

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

As the National Women's Machinery, NCLW plays a central role in advancing the status of women and promoting equal opportunities between women and men in Lebanon. It serves as a consultative body to the government and to national councils and institutions on matters related to women, including gender-based concerns. Furthermore, NCLW acts as the national coordinator on gender issues between public institutions and civil society organizations. Moreover, NCLW contributes to the development and implementation of national strategies and action plans, and it supports the production of studies, policy papers, and recommendations in collaboration with a range of stakeholders.

In alignment with its mission, NCLW has been actively working to raise awareness around women's rights and to drive transformative change in Lebanon's social, economic, and political landscape.

Therefore, NCLW seeks to strengthen its public visibility, outreach, and engagement through effective, strategic, and coherent communications across digital and traditional platforms.

Objective and Scope of Work

NCLW seeks to engage a qualified Communications Consultancy Firm to provide comprehensive communications services. The Communications Consultancy Firm will be responsible for developing, managing, and implementing a strategic communications approach that enhances NCLW's digital presence, effectively conveys its mandate and activities, and engages diverse audiences through digital platforms.

Duties and responsibilities

Under the supervision of NCLW Executive Board Secretary, the Communications Consultancy Firm will have the following responsibilities:

Kick-off & Communications Strategy

- Attend an introductory/inception meeting with NCLW to align on the strategy's approach, purpose, and expectations.
- Conduct a review of NCLW's existing communications tools, platforms, and messaging.
- Identify target audiences and key messages.
- Develop a comprehensive communications and digital strategy, including short-, medium-, and long-term objectives.
- Propose key performance indicators (KPIs) and monitoring tools to assess impact

Social Media Management and Content Development

- Manage and maintain NCLW's digital platforms, including but not limited to Instagram, Facebook, X (Twitter), LinkedIn, and other relevant platforms.
- Develop and implement a content calendar aligned with NCLW's priorities, campaigns, and events.
- Ensure brand consistency and deliver a social media toolkit (templates, story frames, title cards, thumbnails, graphics) for ongoing use.
- Be fully responsible for securing, providing, and managing all necessary equipment required for social media content production and coverage during NCLW events, meetings, and activities, including photography and videography.
- Draft, edit, and publish high-quality social media content in Arabic and/or English (French is an asset). This includes creating multi-format content such as posts, captions, visuals, short videos, stories, static graphics, carousels, infographics, explainers, reels/shorts, and subtitles, ensuring consistency, quality, and alignment with NCLW's messaging and standards.
- Moderate and respond to online engagement, comments, and messages in coordination with NCLW.
- Ensure all content reflects gender-sensitive, inclusive, and rights-based language.
- Edit picture and sound; color correction/grade; audio design/mix; as required.

- Select original composition/music for the film to ensure legal usage when published online, for all media use by NCLW.
- Ensure the creation of subtitles in both Arabic and English, and produce an LSL (Lebanese Sign Language) version (picture-in-picture inset), when required
- Incorporate NCLW comments and feedback through several revision rounds.
- Support the development of advocacy and awareness campaigns related to NCLW's mandate and priorities.

Reporting & Coordination

- Provide performance snapshots to monitor visibility, reach, and engagement, and deliver regular reports on activities, analytics, and performance against agreed KPIs, including lessons learned and recommendations.
- Participate in coordination meetings with NCLW as required, and coordinate closely with NCLW Team.
- Ensure timely delivery of all agreed outputs.

Deliverables and timeline

Deliverables:

Expected deliverables for the contract duration include:

- A comprehensive communications and digital strategy document.
- Monthly and quarterly content calendars.
- Regular analytics and performance reports.
- Drafted and published communications content as agreed with NCLW

Reporting

Periodic meetings are to be held between NCLW to inform them of the latest updates on the workflow and challenges.

NCLW will provide the Communication Consultancy firm with NCLW branding guidelines and a high-quality logo.

Note: All raw footage, artwork, project files, and final outputs/ materials produced under the contract are the exclusive property of NCLW.

Qualifications

The assignment requires the following qualifications and experiences from the Communications Consultancy Firm:

- Proven experience in strategic communications, digital communications, and content development.

- Demonstrated experience working with public institutions, civil society organizations, or international organizations (experience on gender equality or human rights issues is a strong asset).
- Strong portfolio of previous relevant work.
- Fluency in Arabic and English is mandatory; proficiency in French is considered an asset.
- Availability of a multidisciplinary team with expertise in communications strategy, digital platforms, and content creation.
- Team members with excellent Arabic and English; LSL capability (in-house or subcontracted).
- Ability to operate under strict time limits and apply high production and technical standards to maintain a high level of professionalism.
- Ability to assign a dedicated focal point/team leader for coordination with NCLW.

Submission Guidelines

Interested Communications Consultancy Firms must submit the following documents to demonstrate their qualifications:

- Technical Proposal, outlining the firm's understanding of the assignment, proposed approach, and work plan, and including:
 - Firm's detailed information, company profile/legal name/year established
 - Copy of the legal and tax registration.
 - Portfolio highlighting previous work experience (including links)
 - Proposed Team, along with a brief presentation, CVs, and functional responsibilities of the key people to be engaged.
- A separate financial offer in US dollars (detailed breakdown of all estimated costs).

Evaluation & Selection Criteria

Technical quality & creative approach (30%)
Relevant experience & portfolio (35%)
Quality of Previous work & team portfolio (15%)
Financial competitiveness (20%)

Submission & Deadline

Prospective Communications Consultancy Firms should apply and submit the above-mentioned documents to the email address info@nclw.gov.lb no later than **March 4, 2026**, ensuring the subject line is denoted with the heading:

NCLW I Communication Consultancy Firm

Incomplete submissions can be a ground for disqualification.
Only shortlisted candidates will be contacted.