

TERMS OF REFERENCE

Lebanon

I. GENERAL INFORMATION

Consultancy Title	Communications Consultancy Firm – NCLW/UNFPA 2026
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	5 months between July and December 2026

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. The Commission collaborates closely with governmental bodies, civil society organizations, international partners, and the media to promote women's participation in political, economic, and social life and to combat all forms of discrimination and gender-based violence.

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 2026, NCLW will continue to work in close collaboration with UNFPA on interventions to eliminate gender-based violence and promote gender equality.

The Project in collaboration with UNFPA will include the following key intervention:

Operationalization of the National GBV Platform:

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

Subscription to the ActivityInfo Reporting Platform:

a) Subscription to the “ActivityInfo” reporting platform for NCLW to collect relevant data to complete related national and international reports, including those related to Women, Peace and

Security (WPS), periodic reports for the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), UPR, and others.

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

The Communications Consultancy Firm will work closely with the NCLW team 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's General 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:

- 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.
- Coverage of NCLW-related events.

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

NCLW will provide the Communications Consultancy Firm 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 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. • 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.
Language requirements	Proficiency in oral and written Arabic and English are essential. French is a plus
How to apply	• Interested Communications Consultancy Firms must submit the following documents to demonstrate their qualifications: • Technical Proposal, including: - Communications Consultancy Firm'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. • A separate financial offer in US dollars (detailed breakdown of all estimated). Prospective Communications Firms should apply and submit the above-mentioned documents to the email address info@nclw.gov.lb and include the job title "Communications Consultancy Firm – NCLW/UNFPA Project" in the email subject and cover letter by <u>July 10, 2026.</u> • Applications received after the closing date will not be considered. • Only shortlisted candidates will be contacted.