

Terms of Reference

Media and Outreach Firm

National Commission for Lebanese Women (NCLW)

Position:	Media and Outreach Firm
Organization:	National Commission for Lebanese Women (NCLW)
Location:	Beirut, Lebanon
Duration:	October 2026 – March 2027

I - About the National Commission for Lebanese Women (NCLW)

The National Commission for Lebanese Women (NCLW) is the official national machinery responsible for advancing women's rights and gender equality in Lebanon. Established in 1998 under Law No. 720 and operating under the Presidency of the Council of Ministers, NCLW is mandated to advise the Government on laws and policies related to women's rights and gender equality, coordinate with national and international stakeholders, and develop and implement strategies, action plans, programmes, and research aimed at promoting gender equality and women's empowerment across all sectors.

In line with its mandate, NCLW has led and supported a wide range of initiatives and programmes to advance gender equality and eliminate discrimination against women and girls. Its areas of work include legislative and policy reform, gender mainstreaming across public institutions and national strategies, prevention and response to gender-based violence, promotion of women's economic and social empowerment, and strengthening women's participation and leadership in decision-making processes.

These efforts are implemented through strategic partnerships with United Nations agencies, international organizations, civil society organizations, academic institutions, public institutions, and other national stakeholders, with a strong emphasis on coordination, inclusiveness, sustainability, and national ownership.

II- Project Background

NCLW has played a leading role in promoting women's political participation and representation in public life in Lebanon. As part of these efforts, NCLW has spearheaded a national consultative process aimed at developing a unified draft law to introduce a gender quota within the electoral system and increase women's representation in elected decision-making bodies.

As part of this process, NCLW convened a national high-level meeting chaired by Lebanon's First Lady, H.E. Mrs. Nehmat Aoun, in her capacity as President of NCLW. The meeting brought together representatives from government institutions, Parliament, political parties, civil society organizations, syndicates, academia, media, United Nations agencies, and international partners.

The consultation aimed to strengthen national dialogue and build consensus around a unified legal proposal to enhance women's representation in elected decision-making positions and support the adoption of an electoral quota for women.

The resulting draft proposal introduces amendments to Electoral Law No. 44 dated 17 June 2017, including provisions aimed at ensuring that women constitute at least **40% of candidates on electoral lists** and that **at least 33% of parliamentary seats be allocated to women**.

To support this process, NCLW, in partnership with UNDP Lebanon and with the support of AECID, is implementing a project from **September 2026 to March 2027**.

The project is structured around the following main objectives:

1. **Strengthen the technical, legal, and evidence base** supporting the proposed amendments to Electoral Law No. 44/2017 and the adoption of a women's quota.
2. **Enhance national dialogue, coordination, and consensus-building** among political, institutional, and civil society stakeholders to advance the proposed quota law.
3. **Increase public awareness and advocacy** in support of women's political participation and the adoption of the proposed electoral quota.
4. **Promote informed policy dialogue and strengthen collaboration** among public institutions, civil society organizations, academia, and other relevant stakeholders to advance inclusive democratic governance.

As part of the project's public awareness and advocacy component, NCLW seeks to engage a **Media and Outreach Firm** to develop and disseminate professional, accessible, and evidence-based communication products and support media and outreach activities related to women's political participation and the proposed gender quota reform.

III- Purpose of the Position

NCLW seeks to engage a qualified **Media and Outreach Firm** to support the project's communication, public awareness, media engagement, and outreach activities.

NCLW will provide the substantive legal and technical content, while the Media and Outreach Firm will be responsible for communication strategy, creative development, production, design, dissemination, and media engagement.

The assignment aims to:

- increase public understanding of women's political participation and the proposed gender quota reform;
- communicate the key provisions and rationale of the proposed reform in a clear and accessible manner;
- support NCLW's advocacy and public awareness efforts;
- engage media and relevant audiences through appropriate communication channels;
- strengthen the visibility and reach of the project's key messages and activities.

*The Firm will **not be responsible for developing or validating the legal or substantive content** of the proposed reform.*

IV- Key Responsibilities

Under the overall supervision of NCLW Executive Board Secretary and NCLW Executive Director, and in coordination with the NCLW Project team, the Media and Outreach Firm will undertake the following:

A. Public communication and Advocacy materials

NCLW will provide the substantive legal and technical content, while the Media and Outreach Firm will develop and produce:

- **one animated infographic video of approximately 30–60 seconds** explaining the proposed gender quota reform (in Arabic and English, with Sign Language);
- **three to five short advocacy videos** highlighting key messages related to women's political participation and the proposed gender quota reform (in Arabic and English, with Sign Language);
- **four to five social media posts/carousels** translating the technical information into clear and accessible visual content (in Arabic and English);
- and, a **Media Kit** will include, as appropriate:
 - background information on women's political participation in Lebanon;
 - key information on the proposed gender quota reform;
 - key statistics and facts;
 - terminology and key concepts;
 - frequently asked questions (FAQs);
 - key messages;
 - relevant information on NCLW and the project;
 - contact and media information.

B. Media Engagement and Outreach

The Firm will support NCLW in increasing media outreach and public visibility around the project's objectives and activities.

This includes developing and implementing a media engagement strategy, producing and disseminating advocacy content, conducting media outreach, covering key project activities, and engaging with journalists, media platforms, and public communication channels.

It also covers the following:

- Organization and coordination of media interviews and public discussions such as the NCLW participation in television, radio, online talk shows, podcasts, and other media platforms to amplify key messages.
- Securing coverage of key project events, including technical consultations, engagement sessions, advocacy activities, and the National Conference.
- Development and dissemination of opinion pieces, articles, and other media content to promote informed public dialogue.

- Liaison with at least five (5) traditional media channels (including television, radio, newspapers, and/or online news platforms) to increase public outreach and visibility.
- Dissemination of advocacy messages and communication materials through social media platforms, supported where relevant by targeted boosting campaigns to reach a minimum of 200,000 social media users and generate 400,000 impressions, with results measured through social media analytics and boosting reports.

V- Indicative Timeline

The assignment will be implemented from **November 2026 to March 2027**.

The detailed production and outreach schedule will be agreed with NCLW following the Firm's selection and in line with the overall project workplan.

Indicatively:

Deliverable	Indicative Timing
Animated Infographic Video	November 2026
Social Media Posts/Carousels	November 2026
Short Advocacy Videos	November 2026
Media Kit for Journalists	November 2026
Communication and Outreach Strategy	December 2026 –March 2027
Media and Outreach Support	December 2026 –March 2027

The timeline may be adjusted in consultation with NCLW based on project implementation requirements.

VI - Payment Rate and Schedule:

Payments will be made based on deliverables, upon submission and approval of the required and relevant deliverables

VII - Place and Duration

- **Implementation period:** up to 5 months
- **Start date:** November 2026
- **End date:** March 2027
- **Effective duration per assignment:** in-office and/or remote
- **Location:** Primarily NCLW Premises – Baabda, with some visits across Lebanon as required

VIII- Key competencies

The assignment requires the following qualifications and experiences from the Media and Outreach Firm:

- A minimum of 5 to 6 years of professional experience in media campaigns and short-form brand films.
- Proven capacity in creative development, direction, cinematography, editing, motion graphics, and sound design.
- Access to high-quality camera, light, sound, and post-production equipment.
- Strong portfolio with comparable campaigns in Lebanon/the region.
- Previous experience working on gender equality **is a must**
- 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; Sign Language capability (in-house or subcontracted).

IX- Submission Guidelines

Interested Media and Outreach Firms must submit the following documents to demonstrate their qualifications:

- **Production house's detailed information**, company profile/legal name/year established
- Copy of the **legal and tax registration**.
- **Portfolio** highlighting previous work experience (including links)
- A separate **financial offer** in US dollars (detailed breakdown of all estimated costs and clear total cost for each **Deliverable**).

Prospective Media and Outreach Firm should apply and submit the above-mentioned documents to the email address info@nclw.gov.lb no later **than October 25, 2026**, ensuring the subject line is denoted with the heading:

NCLW I UNDP I Media and Outreach Firm

Incomplete submissions can be grounds for disqualification.

Only shortlisted candidates will be contacted.