

NATIONAL COMMISSION FOR LEBANESE WOMEN

TERMS OF REFERENCE (TOR)

Lebanon

I. GENERAL INFORMATION

Consultancy Title	Digital Marketing Strategist
Project	
Duty Station	Beirut, Lebanon
Reports to	Executive Director (NCLW)
Duration of Consultancy	16 days

II. BACKGROUND

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

Since 2006, NCLW has been collaborating with the United Nations Population Fund (UNFPA) towards mainstreaming gender aspects and mitigating gender-based violence (GBV) in various platforms, policies, and strategies. The long-term joint-partnership between UNFPA and NCLW has always aimed at ensuring advocacy for gender equality related activities and interventions, generating evidence to make better informed policies and regulations related to the status of women in Lebanon, and the development and monitoring of the National Women Strategy as well as the National Strategy to end Violence against Women and Girls.

Based on the above, and as part of the project of cooperation between NCLW and UNFPA, NCLW is seeking to contract a digital marketing strategist to optimize, promote and strategize the 16 days of activism campaign on social media platforms in order to reach the highest volume of viewers to sensitize them on issues related to gender equality and on preventing GBV.

III. SCOPE OF WORK: (Description of services, activities, or outputs)

Purpose of the consultancy

To develop and implement ways to target online viewers.

The 16 days of activism campaign includes 1 TV spot, 1 visual content for public use alongside a slogan for the campaign and 16 social media assets/ visuals with key messages.

Specific objectives

Based on the above and under the overall guidance of NCLW Executive Director the expert will undertake the following duties:

- Boosting ads on social media on the three platforms FB/IG/Twitter.
- Optimizing the ad and strategize in a way it reaches the highest volume of viewers possible.
- Following up and presenting a final report containing data of the work after the end of the campaign.

NCLW will ensure support as follows:

- Provide consultant with needed information and videos
- Offer its premises during the duration of the contract when necessary

Selection Criteria

The offer will be evaluated by using the best value for money approach (combined scoring method). Technical proposal will be evaluated on 80%. Whereas the financial one will be evaluated on 20%.

Payment methods

Postpaid: NCLW shall make payment, within one week (7 days of invoice date) upon satisfactory receipt of services.

IV. REQUIRED QUALIFICATIONS

Required expertise, qualifications and competencies, including language requirements

The candidate must be able to show practical and technical qualifications and has experience in creating advertising and marketing strategies and video ads over the Internet

A demonstrated 5 to 7 years of experience in the field of digital marketing

V. Application process and deadline

Interested consultants are required to share:

- CV
- Detailed offer
- Financial offer in US dollars

The above-mentioned documents should be submitted together **by November 25, 2021** COB through the email link info@nclw.gov.lb ; specifying in the subject

Digital Marketing Strategist

Incomplete submission will be ground for disqualification