**Consultancy Title:** Communication Consultant

**Duty station:** Beirut - Lebanon

**Duration of assignment:** Ten Months

**Contract type:** Consultancy

**Starting date:** March 1st, 2021

***Expertise France***

Expertise France (EF) is a public agency created on 1st January 2015 under the supervision of the French Ministries of Foreign Affairs and Economy and Finance with a strong inter-ministerial vocation. EF offers program engineering and technical assistance by developing and implementing international cooperation actions worldwide. EF operates in various fields of development and institutional cooperation including safety and security reform, public health, human rights, strengthening of institutions and NGOs and governance. Carrying out large-scale, multi-stakeholder programs, EF can ensure the cooperation between individuals, teams and institutions with quite different statuses, cultures and specialties, and has acquired a sound experience in administrative and financial management of large-scale international programs. [www.expertisefrance.fr](http://www.expertisefrance.fr)

1. **PROJECT BACKGROUND**

Lebanon is home to one of the most vibrant and dynamic civil societies in the Middle East. Lebanese NGOs work on vital social and technical issues, ranging from social cohesion to reforestation, through programs that promote long-term development and humanitarian relief. Lebanese civil society organizations are very dynamic; ambitious, new organizations regularly rise to meet new crises while established CSOs switch between thinking long term and resolving periodic crises, such as the ongoing Syrian Crisis, the COVID-19 pandemic, and the more recent Beirut Port Explosions

However, Lebanese NGOs’ reliance on international donors and INGOs for funding means that most local NGOs suffer from a structural weakness and their agility is not entirely sustainable. This weakness hinders their growth and hampers the development of a robust national civil society that can reliably play a key role in crisis prevention and management.

In 2016, the international community agreed to make a “Grand Bargain” to increase development-assistance efficiency and bridge the widening financing gap between humanitarian and development needs. Donors and aid providers made a commitment to the "localization of aid", meaning that they will channel a larger share of international aid funding to national and local responders. This will reposition local NGOs at the center of humanitarian actions, improve the sustainability of their actions, and ensure that crisis-response actions meet local needs.

The **Shabake Project** was designed in the framework of the localization of aid agenda and the need to strengthen Lebanese NGO capacities so that local recipients can take the lead in responding to crisis.

The project aims to help local and international Lebanese non-governmental organizations (NGOs) become lasting, key players in mitigating and ameliorating the effects of the Syrian refugee crisis on Lebanon and the subsequent crises that have emerged in the current context in Lebanon, including the COVID-19 pandemic and the Beirut Port Explosions.

Following the Beirut port explosions of August 4th, 2020, Expertise France will be collaborating with a group of 6 to 8 local NGOs to implement recovery projects focusing on the themes of economic recovery, livelihoods and MSME support throughout affected areas.

1. **CONSULTANCY Description**

Expertise France is seeking the services of a **communication consultant** to document the implementation of activities run by around 6-8 local NGO partners involved in the targeted Recovery Response (RR), support in the production of visibility materials, and audio-visual content for social media, as well creation of awareness and dissemination of the RR news through selected channels and medias.

For this task, the **communication consultant** will be working with designated focal points, both at the NGOs and the Shabake team levels at Expertise France throughout the duration of the consultancy.
Consultants and companies can apply individually or in consortium with the application to be submitted by the lead applicant.

1. **OBJECTIVE AND SCOPE OF WORK**

**Objective:** To support the Communication Officer at Expertise France to document the activities, disseminate the news and demonstrate the impact achieved under the Recovery Response run by the 7 NGOs implementing the targeted response in different regions in Lebanon.

**Scope of Work**: Cover the communication needs and document the RR interventions implemented by partner NGOs over a period of 10 months:

* Create a communication plan covering the implementation extending from the start of the RR to its end.
* Produced specific audio-visual content and visibility materials.
* Support of editing, branding, design, layout, and production of agreed materials, in both English and Arabic languages. French language will be only required when drafting press releases.
* Create awareness around the RR interventions by disseminating news and updates through selected media channels, focusing on impact and success stories.
* Shed the light on the donors and the joint action.
* In close collaboration with EF team (Project Manager and Communication Officer) achieve the objectives set under the communication plan and agreed with EF team (PM &CO)
1. **KEY TASKS AND DELIVERABLES**

-Documentation of the implementations of the partner NGOs (Photos +Videos) (*including securing beneficiaries’ consents)*

-Production of content for social media and press (Photos + Videos + Testimonials+
 Press Releases)
-Production of visibility materials

-Conduct interviews with donors and implementing partners
-Press releases circulation to media channels

1. **TIMELINE AND LOCATION OF THE CONSULTANCY**

The total duration of the consultancy is **70 days** over a period of **10 months (average of 7 days/month)**

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| --- | --- | --- |
| **Task**  | **Deliverable** | **Qty** |
| Design, layout, and branding of agreed materials | * Rollup Banners
* Posters
 | 1(design)2(designs) |
| Production of visibility materials in all the locations of the implementations (7 locations minimum) | * Roll up banners (English/Arabic)
* Posters (A3/A4) (English/Arabic)
 | -14 pcs-100 pcs (x2 designs) |
| Documentation of the RR implementations | * Photos
* Videos
* Testimonials
 | -15/activity-2/activity-25 testimonials (timings and allocation among the NGO partners to be agreed) |
| Interviews with donors & implementing partners  | * 1 min video with Donor 1 +subtitles in English
* 1 min video with Donor2+subtitles in Arabic
* 1 min video with Implementing partner +subtitles in English or Arabic
* 1 min 20 sec video with the 7 NGO partners +subtitles in English
 | -1(French)-1(English)-1(English or French)-1(Arabic) |
| Drafting of timed press releases in English, Arabic & French | * Press Release1 (Launch of the RR)
* Press Release2 (Closure of the RR)
 | -3 (Arabic +English + French)-3 (Arabic +English + French) |
| Circulation of the press releases to local media, monitoring and clipping | * Distribution of press releases to Arabic, English & French media channels
* Monitoring & Follow up
* Clipping
 | -6 (Launch + Closure Arabic, English & French)-As per actual |

1. **ROLES AND RESPONSIBILITES**

**Communication Consultant:** The communication consultant will be responsible for delivering the following:

* Conducting initial briefing meetings with EF team (PM & CO)
* Setting a communication plan for the 10 months RR implementation.
* Collaborating closely with EF team (PM & CO) on the deliverables outlined above
* Participating in coordination and follow-up meetings as needed with the EF team (PM & CO) and the NGOs assigned focal points
* Respecting the agreed timelines and deadlines set together with EF team (PM & CO) regarding all the deliverables.

**Expertise France: Expertise France** will contract the **communication consultant** and will be responsible for the overall management including:

* Developing and finalizing the terms of reference and contract
* Supporting the communication consultant in connecting and meeting with the NGOs implementing the RR
* Overall monitoring of the assignment activities and the delivery of milestones.
1. **QUALIFICATIONS**
* Minimum 7-10 years’ experience in Communications, marketing, or related field in Lebanon and /or regional/international
* Demonstrated experience in developing communication strategies, brand design, material production, developing content for social media channels, press releases, etc.
* Experience working on humanitarian projects is essential
* Good local knowledge and understanding of local cultures and sensitivities
* Excellent experience in video testimonials and story telling
* Excellent command of Arabic, English and French, written and spoken
* Professional commitment and ability to work under pressure.
* Ability to communicate, negotiate and adapt to work requirements.
* Ability to work independently when needed
* Integrity, respect, and responsibility are keys during the 10-months job.
1. **HOW TO APPLY**

Please send your application to: info-shabake@expertisefrance.fr

The application must include:

* Expression of interest materials
	+ For Companies
		- Annex I – complete Legal entity form including MOF registration and VAT number
		- Annex II – complete financial identification form
	+ For Individuals (freelance consultants)
		- Annex II – complete financial identification form
		- MOF registration number
* Technical offer (for all experts involved, whether companies or individual applicants)
	+ Expert CVs
	+ Annex III – Methodology and chronogram - covering all tasks listed in the tender
	+ Daily rate Exc. VAT (to be specified in the application email and to include communication and transportation costs)

The deadline for application is **Monday 1st of March 2021 at 16:00 Beirut time**

1. **Payment CONDITIONS**

Monthly payments (following the level of completion that will be done by the consultant and approved by Expertise France

Invoices for interim payment shall be accompanied by a time sheet or any other document in accordance with the requested services

Expertise France make the payment within 30 days from receipt of the invoice.