

## Call for Proposal / Strategic Communication Consultant

### 1. Call for Proposal Information

<b>Organization</b>	Transparency International – Lebanon (TI-LB)
<b>Service Description</b>	Strategic Communication Consultant
<b>Language</b>	English & Arabic
<b>Contract Type</b>	Service Contract
<b>Deadline for Call</b>	November 25 <sup>th</sup> , 2024
<b>Contact Information</b>	<a href="mailto:procurement@transparency-lebanon.org">procurement@transparency-lebanon.org</a>

### 2. Entity Background

#### **About Transparency International - Lebanon (TI-LB)**

Transparency International Lebanon (TI-LB) is Lebanon’s leading advocate for transparency, accountability, and good governance. Since 1999, TI-LB has been on the front lines of the fight against corruption, working to strengthen institutional integrity across Lebanon’s public and private sectors. As the national chapter of Transparency International, we believe in more than just envisioning a corruption-free society—we are actively making it happen by driving change, empowering citizens, and holding institutions accountable.

With a people-centered approach, TI-LB tackles corruption from multiple angles, guided by a robust Impact Matrix that emphasizes three core areas: Policy & Institutional Change, Behavior Change, and Awareness & Outreach. We operate as a guiding thread and conveying channel between international organizations, civil society, and citizens, creating a chain of dialogue and collaboration that promotes a participative approach to anti-corruption efforts. This continuous exchange of information fosters transparency, ensures well-informed communities, and bridges gaps between global standards and local needs.

To achieve meaningful, lasting change, TI-LB builds robust, long-term partnerships with a network of dedicated national, local, and international organizations working across Lebanon. These partnerships enhance our strategic reach, propelling TI-LB to deliver anti-corruption initiatives that are both globally aligned and locally impactful. By combining international standards with deep community engagement, we ensure that our programs not only meet global benchmarks but are also highly responsive to Lebanon’s unique governance challenges and diverse community needs.

Memo No. 486/AD

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### 3. Project Background

#### **“Building Awareness on Governmental Anti-Corruption efforts and the role of the National Anti-Corruption Commission in the Educational Sector in Lebanon” Project brief**

Funded by the German Agency for International Cooperation (GIZ), the Project overall goal is to build awareness on governmental anti-Corruption efforts and the role of the National Anti-Corruption Commission (NACC) in the educational sector in Lebanon.

The Project’s key objectives are:

- (1) Increased capacity of youth in vocational training and private universities to fight corruption in the public sector and empowering the role of the NACC.
- (2) Increased Awareness about the “Fighting Corruption in the Public Sector and the Establishment of the National Anti-Corruption Commission” law amongst educational system professionals (private and vocational).
- (3) Improved enforcement of the Right to Access Information law through youth advocacy and empowerment of the NACC issuing decisions in favor of its implementation.

The project’s target audience is primarily the educational sector, specifically private university students and professors, as well as vocational school students and teachers.

### 4. Scope of Work

TI-LB is seeking a Strategic Communication Consultant to support the organization in advancing its communication efforts under the “Building Awareness on Governmental Anti-Corruption efforts and the role of the National Anti-Corruption Commission in the Educational Sector in Lebanon” Project. The Consultant will play a critical role in enhancing TI-LB’s messaging, stakeholder engagement, and capacity to deliver impactful communication outputs.

#### **Duration:**

The consultancy’s duration is expanded for **four months, from December 2024 to March 2025**, with the Consultant committing to four working days each month. This structured timeline ensures focused engagement, steady progress on deliverables, and efficient collaboration with TI-LB to achieve the Project’s overall objectives within the designated timeframe.

#### **Duties and Responsibilities:**

The selected Consultant will be tasked to:

- Collaborate closely with the Project team and particularly the TI-LB Social Media and Communications Coordinator to develop a **strategic communication plan** for the project. This includes: stakeholder mapping, key messaging, communication channels activities, and tools.

- Support in the development of strong **communication and advertising strategies** that ensure the achievement of the Project main objectives.
- Develop and refine the **brand identity** for the Project, ensuring consistency across all communication channels.
- Design and implement a **digital media strategy** to increase the Project's online visibility.
- Provide professional guidance for **social media outreach**, including the creation of info graphs, visual and audio-visual material, carousels, and other content targeting the educational sector, particularly the youth using youth-oriented and youth-led campaigns, teasers, and videos.
- Develop compelling, consistent, and high-quality **content for diverse platforms**, such as press releases, newsletters, and digital content.
- Monitor the performance of social media efforts and adjust strategies to maximize **engagement and outreach**.
- Oversee the planning, creation, and execution of **two social media campaigns** led by the youth to raise awareness about the Right to Access to Information Law and the Whistleblower Protection Law.
- Provide oversight and strategic guidance to the video production company in designing and developing a **self-paced online course** for TI-LB's School of Governance website. Ensure the course aligns with project goals, is accessible to target audiences, and communicates key anti-corruption messages effectively.

### **List of Deliverables:**

- Develop a strong strategic communication plan.
- Develop a refined brand identity for the Project.
- Develop a detailed digital media strategy to enhance Project's visibility.
- Develop high quality media content tailored to TI-LB's various platform.
- Create a professional blueprint for social media outreach and engagement.
- Oversee Youth-Led Social Media Campaigns.
- Provide strategic oversight and guidance for Online Self-Paced Course Creation.

## **5. Required Competencies:**

### **Skills:**

- Proven expertise in communication and stakeholder engagement.
- Strong strategic planning, results-based management, and reporting skills.
- Considerable knowledge of the range of communication channels and options available for targeted engagement with key stakeholders.
- Excellent team player with good interpersonal skills.
- Strong written and verbal communication skills to articulate strategies, present campaign plans, and collaborate with TI-LB's teams.
- Excellent analytical and strategic thinking skills.

**Education:**

- University degree in communication, media and journalism, marketing, advertising, business management, or any other related field.

**Work Experience:**

- Professional experience in the field of stakeholder engagement, community mobilization, and capacity building.
- Experience with policy or institutional development or implementation that involves stakeholder engagement and mobilization.
- Experience working in the NGO sector, particularly on anti-corruption or advocacy projects.
- Hands-on experience in executing successful social media campaigns.

**Languages:**

- Fluency in **English** and **Arabic** is required.

## 6. How to Apply

Interested candidates are encouraged to send their **CV and Cover Letter** to [procurement@transparency-lebanon.org](mailto:procurement@transparency-lebanon.org) , with “TI-LB – Strategic Communication Consultant” in the subject line.

- **Type of Call:** Consultancy
- **Intervention Sector(s):** Anti-corruption, transparency, integrity and accountability advocacy
- **Deadline of the call:** November 25, 2024
- **Duration of Contract:** 4 months from December 2024 till the End of March 2025.
- **Budget:** \$7,500 - \$8,500