**Consultancy Title:** Communication Consultant

**Project Location(s):** Beirut - South - Bekaa

**Duration:** April – May 2023

1. **Background:**

Mercy Corps exists to alleviate suffering, poverty, and oppression by helping people build secure, productive, and just communities. The agency pursues its mission through emergency relief services, sustainable community development, civil society and economic development initiatives. Mercy Corps has been present in the Middle East since the 1980s and currently works in Yemen, Lebanon, Palestine, Jordan, Syria, and Iraq.

Working in Lebanon since 1993, Mercy Corps has implemented community development programs focused on promoting economic development and increased opportunity for disadvantaged communities, while responding to emergencies as they emerged in the country. In 2012, the program portfolio shifted in response to the massive refugee influx from Syria and Mercy Corps in Lebanon has solidified its emergency response programming while integrating longer-term development programming by focusing on key sectors: Protection, Water Sanitation and Hygiene (WASH), Governance and Conflict, and Livelihoods.

1. **Project description:**

The “Fostering Resilience by Strengthening Abilities” FORSA II program is a 6.5 million Euros integrated three-and-a-half-year (December 2019 - May 2023) program focusing on the nexus between education and employment. The program targets youth between the ages of 16-34 from Lebanese, Syrian and Palestinian families, with a specific focus on women and girls in the target areas. The overall objective is that women and youth are supported to access education and employment in targeted areas in the Bekaa and South.

The primary objectives of the program are that:

1. Youth from all targeted communities have improved market-driven skills as a result of better-quality training systems.
2. Job placement systems provide equitable and sustainable access to jobs for targeted populations.
3. Male and female youth have improved pathways to self-employment.
4. **Consultant Objectives:**

The consultant will work with the FORSA team to produce communication written and visual material.

1. **Consultant tasks and key deliverables:**

* Meet with the team to understand the communication needs, goals and audience, and agree on the modalities for information sharing;
* Conduct field visits to collect information, conduct interviews and take pictures as needed for the communication material;
* Assist FORSA team in developing creative concepts. This may include brainstorming ideas, developing scripts and creating storyboards;
* Lead on the design and production of communications and visibility materials (whether in house or outsourced) including: Print such as leaflets, booklets, banners, brochures, t-shirts, folders, certificates and etc.; Photography, video and sound; Infographics; and Web and mobile development;
* Shoot, edit, and produce footage including selecting and having the right equipment, scheduling the shoot and outsourcing any needed talent, as well as translation and addition of the required subtitles;
* Throughout the production process, the consultant should provide FORSA team with regular updates and seek feedback to ensure that the videos meet the set goals and expectations.
* Revise draft communication material after review from Mercy Corps team;
* Finalize communication material based on Mercy Corps input;
* Produce up to 3 short videos for activities demonstrating the impact of the business development support provided to TVET institutes; and/or program participants success stories
* Produce up to 3 short videos for activities demonstrating the impact of the training and support provided to freelancers

1. **Timeframe / Schedule:**

The Consultant will commit to an estimated total of up to 30 working days, starting in April 2023.

1. **The Consultant will report to:**

FORSA Program Manager.

1. **The Consultant will work closely with:**

FORSA team.

1. **Profile of the Consultant:**

* BA/S or equivalent in communication, marketing, or other relevant field.
* Demonstrated skills and experience in designing communication material for humanitarian and/or development programs;
* Minimum of five years of experience;
* Fluent English and Arabic;

1. **Payment**

In bank checks or wire transfer, after the successful delivery of the service based on deliverables with an approved consultant deliverable report submitted at the end of the consultancy.

1. **Application Procedure and Requirements**

Candidates interested in the position are expected to provide the following documentation:

* A technical and financial proposal including detailed response to the ToRs and daily rate expected.
* Contact of minimum three references, including projects worked on;
* Minimum four samples of previous written work; designed posters, produced videos (links for online published videos), etc.

1. **Selection Criteria**

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| **Selection Criteria** | **Points** | **Weighting** |
| Budget | 10 | 30% |
| Technical proposal | 10 | 30% |
| Previous similar experience | 10 | 40% |