

## Scope of Work

<b>Area of Expertise Required</b>	Specialist
<b>Assignment</b>	
<b>Assignment Type/Location</b>	In-person
<b>Duration and Level of Effort (LOE)</b>	
<b>Maximum Budget</b>	
<b>Brief Description</b>	Borderless is looking for an experienced Marketing and Social Media Consultant

### 1. About the organization

Borderless is a non-governmental organization (NGO) with a mission to uplift marginalized communities, particularly in Lebanon. Our vision is to address structural barriers to overcoming hardships faced by disadvantaged and at-risk populations, including patterns of discrimination, lack of access to essential services, conflict, and social disorder. Our focus areas include providing support to children, youth, and women through integrated programs aimed at education, livelihood, protection, advocacy, and capacity-building.

### 2. Assignment Overview

#### A. Develop Borderless Marketing and Social Media Strategy:

- Develop a comprehensive marketing and social media strategy aligned with Borderless NGO's goals and objectives.
- Identify target audience segments, key messaging, and content themes for different communication channels.

- Define measurable goals and key performance indicators (KPIs) to track the effectiveness of the strategy.
- Present the strategy to Borderless NGO's team for review and feedback.
- Finalize the strategy based on feedback and recommendations.

**B. Marketing and Social Media Templates:**

- i. General Templates:
  - Design templates that are visually appealing, consistent with Borderless NGO's branding guidelines, and easy to customize. Provide guidelines and instructions for using the templates effectively.
- ii. Social Media Templates:
  - Design templates for social media posts (Facebook, YouTube, X, TikTok, Instagram, LinkedIn) aligned with our branding.
- iii. Email Marketing Templates:
  - Create email marketing templates for newsletters and campaigns, ensuring a consistent and professional visual identity.
- iv. Promotional Materials:
  - Develop templates for promotional materials such as banners, posters, flyers, etc.
  - Ensure templates are user-friendly and customizable for our team, maintaining brand coherence.

**C. Social Media Presence and Content Creation:**

- i. Platform Optimization Training:
  - Provide training on optimizing social media platforms for effective outreach, engagement, and visibility.
  - Share strategies for increasing followers, boosting engagement for calls to action such as Donate, and driving traffic to Borderless NGO's website or other digital platforms.
- ii. Content Creation Training:
  - Provide training on creating compelling content that resonates with the target audience.
  - Provide training on creating compelling and engaging social media content, including tips for writing captions, selecting visuals, and using hashtags.
  - Provide training on content scheduling, audience segmentation, and analytics for continuous improvement.

**D. Overview Video Creation:**

- i. Video Production:
  - Produce a professional and engaging video introducing Borderless NGO's mission, programs, and impact.

- ii. Visuals and Testimonials:
  - Include compelling visuals, animations, and testimonials to enhance the video's impact.
- iii. Script and Storyboard:
  - Develop a script and storyboard in collaboration with our team to ensure alignment with organizational messaging.
- iv. Voiceover and Music:
  - Provide voiceover and background music that complements the video's tone and messaging.
- v. Shareability:
  - Ensure the video is shareable on our website and various social media platforms.
- vi. Editing and Finalization:
  - Edit and finalize the video based on feedback from our team, ensuring it meets quality standards.

#### **E. Timeline**

The Assignment should be completed between May 2024 to July 2024

### **3. Tasks and Deliverables**

Tasks to be completed by the consultant include:

- Borderless Marketing and Social Media Strategy document.
- Marketing and Social Media Templates package.
- Training materials and resources for social media content creation.
- Optimized social media profiles and platforms.
- NGO Overview Video, including the final edited video file and any additional assets or footage.

### **4. Skills and Experience Required**

Applicants should possess the following qualifications and experience:

- Strategic Communication Skills:
  - o Ability to develop comprehensive communication strategies aligned with organizational goals and objectives.
  - o Strong understanding of target audience segmentation and messaging strategies.
  - o Proficiency in identifying and leveraging appropriate communication channels to reach target audiences effectively.

- Social Media Expertise:
  - In-depth knowledge of social media platforms (e.g., Facebook, X, Instagram, LinkedIn) and best practices for content creation, publishing, and engagement.
  - Experience in social media platform optimization, including profile setup, content scheduling, and audience engagement techniques.
  - Familiarity with social media analytics tools and the ability to interpret data to measure performance and inform strategy.
- Content Creation and Copywriting Skills:
  - Excellent writing and editing skills, with the ability to create compelling and engaging content for various communication channels.
  - Proficiency in crafting clear, concise, and persuasive messaging tailored to different target audiences.
  - Experience in developing multimedia content, including graphics, videos, infographics, and other visual assets.
- Project Management and Collaboration:
  - Strong project management skills, with the ability to plan, organize, and prioritize tasks to meet deadlines and deliverables.
  - Experience in collaborating with cross-functional teams, including designers, writers, videographers, and other stakeholders.
  - Effective communication and interpersonal skills to liaise with internal staff, external partners, and vendors.
- Knowledge of NGO Sector:
  - Understanding of the nonprofit sector, including knowledge of NGO operations, funding mechanisms, and stakeholder engagement strategies.
  - Familiarity with issues related to social impact, community development, and humanitarian work.
- Commitment to ethical communication practices and sensitivity to cultural, social, and political contexts.

## 5. Required Documents

Interested candidates should submit the following documents by the specified deadline:

- A brief overview of the consultant's understanding of the project objectives, scope of work, and key deliverables.
- Work Plan:
  - A comprehensive work plan that outlines the timeline, milestones, and key activities for each phase of the project.
  - Identification of specific deliverables, deadlines, and responsible parties for each task.
  - Description of the process for review, feedback, and approval of deliverables by the client.
- Information about the consultant's team members, including their roles, qualifications, and relevant experience.
  - Details of any subcontractors or external partners involved in the project, along with their contributions to the project.
- A detailed budget that itemizes all anticipated costs associated with the project, including consultant fees, materials, and any other relevant expenditures.
- Past Experience and References:
  - Description of the consultant's relevant experience and successful projects in communication, media, marketing, or related fields.
  - Examples of previous work, case studies, or client testimonials that demonstrate the consultant's capabilities and track record of success.
  - Contact information for references who can provide feedback on the consultant's performance and professionalism.
- Any additional documents, such as resumes, portfolios, or sample work, that showcase the consultant's expertise and qualifications.

Please send the required documents to [procurement@borderlessngo.org](mailto:procurement@borderlessngo.org) by [deadline]. Include "**Social Media and Marketing Consultant**" in the subject line and specify how you learned about this opportunity. Incomplete applications will not be considered.

This TOR aims to guide the selection process for a qualified consultant who will contribute to enhancing our online presence through marketing material creation, social media optimization, and the production of an engaging overview video.