

Scope of Work

Area of Expertise Required	Communications & Social Media Strategies
Assignment	Training workshops
Assignment Type/Location	Borderless Community Center, Ouzai
Duration and Level of Effort (LOE)	6 Days
Maximum Budget	
Brief Description	Borderless is seeking to recruit a Communications and Social Media Strategies Trainer who will work with the NGO's staff and volunteers to enhance their skills in effective communication and social media management. The goal is to improve the organization's outreach, engagement, and advocacy efforts through strategic communication and robust social media presence located in Ouzai.

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

Conduct training workshops to program for Borderless' communications team.

3. Tasks and Deliverables

- a. The trainer will facilitate 6 workshops focusing on:

Communication Strategy Training

- Principles of effective communication.
- Audience analysis and message tailoring.
- Developing key messages.
- Crisis communication management.

Social Media Strategy Training

- Overview of major social media platforms.
 - Best practices for social media engagement.
 - Content creation and curation techniques.
 - Using analytics to measure and improve social media performance.
- b. The trainer is required to provide Borderless prior to the training:
- Schedule and duration of each workshop
 - Training materials
 - Develop tools that measure the impact of the workshops (such as training feedback, pre/post assessments, etc.)
- c. Key Objectives:
- To build the capacity of staff and volunteers in communication strategies.
 - To enhance the NGO's social media presence and engagement.
 - To develop a comprehensive communication plan and social media strategy.
 - To train staff on creating compelling content for various platforms.
 - To establish metrics for evaluating the effectiveness of communication and social media activities.
- d. Abide by Borderless' reporting mechanism to allow continuous monitoring of activities
- e. Identify and communicate risks/challenges to Borderless team and call for intervention when required

2. Key Deliverables:

Borderless' communications team should be better equipped in developing a comprehensive communication strategy aligned with the NGO's mission and goals, creating a social media strategy that includes platform selection, posting schedules, and engagement tactics & establishing guidelines for maintaining brand voice and message consistency across all channels.

a. Timeline:

6 days in person training.

4. Skills and Experience Required

5. Required Documents

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

- Cover letter
- Curriculum vitae (CV)
- Samples of previous work
- Financial offer in USD
- Selection Matrix:

The applications will be assessed based on the following criteria:

Criteria	Weight
Profile of the organization (please include the CV of consultant who will deliver the training and conduct the need assessments)	10%
Proven experience in the field of training and capacity building, within risk management principles, methodologies, and best practices	35%
Provision of the technical proposal and the methodology used to conduct capacity building program	30%
Provision of the total cost (noting that the price should be submitted per training day)	25%

Please send the required documents to procurement@borderlessngo.org by July 15, 2024. Include “Communications & Social Media Strategies” in the subject line and specify how you learned about this opportunity. Incomplete applications will not be considered.

