



**DÉVELOPPEMENT
MÉDIAS**

Tender for Outreach Officer position in Lebanon

TECHNICAL AND ADMINISTRATIVE SPECIFICATIONS

Document no. 1

1. About CFI and the QUDRA program:

A subsidiary of the France Médias Monde group, CFI, the French media cooperation agency, supported by the French Ministry of Europe and Foreign Affairs, is in charge of the coordination and implementation of public aid policy to promote and enhance media in developing countries. CFI is currently involved in around thirty projects that fall within three major programs: media and governance, media and development, and media and enterprise.

As part of a multisectoral program implemented by a German, Spanish, Belgian, Hungarian and French consortium, CFI was designated by the French public agency *Expertise France* to deliver reliable, neutral, and actionable information to Syrian refugees and vulnerable host communities in Jordan and Lebanon in order to foster social cohesion.

Qudra 2 is a regional action co-financed by the European Union, through the EU Regional Trust Fund in Response to the Syrian Crisis (EUTF Syria), the German Federal Ministry for Economic Cooperation and Development (BMZ) and Spanish Agency for International Development Cooperation (AECID) seeking to strengthen resilience for Syrian refugees, IDPs, returnees and host communities in response to the protracted Syrian and Iraqi crises. The programme is jointly implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Expertise France, Spanish Agency for International Development (AECID), Hungarian Interchurch Aid (HIA) and Belgium Development Agency (Enabel) in programme partner countries of Iraq, Jordan and Lebanon.

This program runs from September 2019 to August 2022.

2. Line Management:

The Outreach Officer works under the direct supervision of the National Project Manager of the project.

3. Functional links:

- The Outreach Officer works closely with the National Project Manager and in liaison with the Regional Coordinator.

4. Tasks and responsibilities:

4.1 Development of communication campaigns from a social media perspective:

- Participate in the elaboration of the social media dissemination plan of project production materials
- Conduct research on social media influencers and support pages/groups that are useful for dissemination for the different campaign topics, and establish contacts with them if any cooperation is relevant.
- Advise on the most relevant social media strategy, suggest social media outlets for possible partnerships
- Perform a desk review to identify a target audience and understand the information challenges.

- Draft a dissemination strategy, including for social media and television.
- Develop stories, digital content, and messaging in coordination with the Research and Communications Officer and the National Project Manager.

4.2 Dissemination on Facebook:

- Maintain and update our Facebook page.
- Engage with project community to increase the number of followers, respond to comments and messages if relevant.
- Post project production on the project Facebook page as well as on pages of relevant groups, influencers and partners: videos, written text, still pictures etc.
- Subscribe as required to paid advertisement targeting specific layers of project related audience.

4.3 Monitoring and Follow up:

- Closely keep track of the audiences and numbers of views of project posts, compile the information into an Excel table, and synthesize the most significant issues raised in the comments following CFI posts.
- Follow-up the social media activity of project partners to support project communication campaigns.
- Watch activity of other stakeholders on Facebook and other social media channels, in relation with the refugee crisis and the issue of social cohesion in the view of increasing CFI outreach and to adapt CFI social media strategy accordingly, if need be.
- Draft a weekly M&E report based on social media metrics, highlighting the Facebook page insights.

4.4 Perform other tasks, as necessary.

Language skills: Full professional proficiency of Arabic and English.

Experiences:

- Minimum 4 years of professional relevant experience.
- Excellent knowledge of social media and media relations;
- Excellent written and oral communications and editing skills both in English and Arabic.
- Very good creativity skills in campaigning.

- Should be proven team player with excellent inter-personal communication skills;
- Experience in working with NGOs and INGOs is a plus.
- Experience in working on refugees, women and children's issue is a plus.
- Experience in Monitoring and Evaluation is desirable.

7. Education: Bachelor's or Master's Degree in Audio-visual communication, Media, Journalism, Digital Marketing and public relations or equivalent University specialty/degree.

8. Termination, collateral and transfer if contract

8.1 Receivership or compulsory liquidation

In the event that the service provider goes into receivership or compulsory liquidation, the contract shall be terminated ipso jure after a period of one month from the date of a letter sent by registered post with acknowledgement of receipt to the official receiver or debtor in the case of simplified receivership or to the liquidator in the case of compulsory liquidation, who, in accordance with the provisions of article L.621-28 of the commercial code, has the sole power to demand that the current contract be continued.

If the contract is declared to have been terminated, this shall become effective on the date on which the official receiver or liquidator decides not to continue the performance of the contract or upon expiry of the period of one month stipulated above.

This shall not entitle the service provider to any compensation.

If it is established that there is a risk that the service provider's business may be liquidated, the service provider shall take all necessary steps to provide CFI with the computer codes required for operation of the equipment and software supplied, as well as any developments that may have been made in accordance with the guarantee of future-proofing.

8.2 Termination owing to non-performance

In the event of non-performance by one of the parties of one of its obligations as set out in the contractual documents, the other party may, if it wishes, terminate the contract 15 clear days after sending a registered letter with acknowledgement of receipt to which there has been no response, without prejudice to any action that may be taken for damages.

CFI may provide for the performance of the service at the service provider's expense and risk, either in the event of non-performance by the latter of a service that, due to its nature, cannot be delayed, or after formal notice has been given by registered letter with acknowledgement of receipt to provide the service within eight days and this has proved unsuccessful. Any increase in expenses in relation to market prices resulting from performance of the services at the service provider's expense and risk shall be borne by the service provider.

8.3 Collateral and transfer of contract

It is possible to provide collateral for the contract in accordance with the applicable common law; this can be implemented using a Daily form.

Any transfer of the contract requires the prior written agreement of CFI.

9. Legal disputes

Except in the event of interim proceedings, the parties undertake to seek an amicable solution in the event of any legal dispute or disagreement between them before considering referring the case to a court of any kind.

To this end, any disagreement between the service provider and CFI must be the subject of a complaint report drawn up by the parties, which must be communicated within thirty days from the date on which the disagreement arose.

The parties shall then have 2 months in which to respond to this complaint. If the disagreement persists after this amicable procedure, the parties may commence litigation.

The contract concluded between CFI and the service provider shall be subject to the provisions of French commercial law. The language of this contract is French. Any translation is provided for information purposes only and has no contractual value. In the event of any conflict between the two versions, only the French version of the contract documents shall prevail.

Any dispute relating to the implementation or breach of the contract shall be referred to an ordinary judge and more specifically to the *Tribunal Judiciaire de Nanterre*.