

Terms of Reference

Berytech Content Writing Services

Organization:	Berytech
Position:	
Assignment:	Content Writing Services
Duty location	Beirut, Lebanon
Start date:	

CONTEXT & BACKGROUND

Berytech, established in 2002 in Lebanon, operates as a vibrant ecosystem for entrepreneurs, facilitating the creation and development of startups and SMEs, and promoting innovation, technology, and entrepreneurship in Lebanon. The organization's support encompasses a range of areas including capacity building/networking, policy reform, startup and SME development, incubation and acceleration, student entrepreneurship, technology transfer, as well as empowerment initiatives for women and youth.

Currently managing over 30 programs across various sectors like agriculture, food, water, energy, clean technology, green entrepreneurship, circular economy, and social entrepreneurship, Berytech plays a significant role in the economic revival of Lebanon marked by pioneering programs, activities, and initiatives dedicated to entrepreneurs and SMEs.

With the objective of establishing a strong and distinctive presence, Berytech seeks a service provider to assist in providing photography and videography services on an ad-hoc project basis covering different programmatic and organizational needs during 2024.

SCOPE OF WORK

The service provider will undertake tasks including:

1- Writing

- Writing short-form and long form texts: such as articles of different types and lengths from blog posts, news pieces, in depth technical articles in the following sectors: technology, economy, agriculture, clean technology (water, energy, WEF NEXUS, sustainability, and more.

- Writing creative scripts/slogans/ material for different channels (short video scripts, subtitles, infographic material etc.)
- Can be commissioned to develop a periodical based on the above-mentioned sectors

2- Editing

- Editing existing articles based on the comments of Berytech’s internal communication team.
- Proofreading long form articles, reports, case studies etc.

Service Packages	Examples	Price	Estimate Duration
Light Blog post (800-1200 words)	Listicles, tutorial, case study, FAQ, etc..		
Long News Piece (1000-1300 words)	In-depth event/program coverage including interviews		
Short News Piece (500-800 words)	Light event/program coverage including interviews		
Deep Dive (1000-1500 words)	Technical and sector specific articles include research, examples, quotes, and references, interviews, statistics, etc..		

QUALIFICATIONS

The service provider should possess the following qualifications and experience:

- 5+ years of experience developing various article forms such as light blog posts, educational pieces, long-form sector overviews/deep dives, and news pieces that cover activities/ programs/events.
- Ability to adapt to Berytech’s writing styles and brand voice that varies based on programs and article type.
- Ability to optimize articles for increased SEO.

- Strong research skills which entail online research and interviewing different stakeholders to extract insights and quotes.
- Responsive to short deadline projects
- Ability to work on more than one project(event) simultaneously.
- Can provide and contribute creative input to the pieces he/she is developing.

DELIVERABLES

The service provider is expected to provide the following key deliverables:

- Cover small to large size events through news articles and press releases.
- Produce various types of articles as listed above (short to long form).
- Professionally edit articles while adding references, testimonials, and professional industry knowledge.
- Frequently available to coordinate with Berytech's internal communication department.
- Ability to understand briefs and deliver the best outcome with minimal back and forth.

TIMELINE

The project is expected to be completed within 1 year of the signing of the contract.

HOW TO APPLY

To submit your application, please provide the following documents via email to procurement@berytech.org before 26/2/2024:

- Technical proposal describing the methodology and implementation plan to conduct the work based on the content suggested in the section: "Scope of Work and Deliverables" elaborating it further and the management capacity of the team.
- Financial Proposal presenting the proposed rates or fees for this project.
- Profile and project references (maximum two pages): Provide an overview of your background and experience. Include a detailed team portfolio, showcasing the skill sets and relevant experience of your team members. Summarize previous successfully executed projects, especially those that demonstrate expertise relevant to this engagement's scope.