**TERMS OF REFERENCE**

**Editorial and Content Consultant– STRENGTHENING RESILIENCE MENA II**

**Location:** Lebanon (national level)

**Start date:** 20 July 2020

**Duration:** 06 months

**Programme Background**

The Strengthening Resilience - MENA II (SR2) programme is funded by the European Union and delivered by a consortium led by the British Council. It began with a pilot in 2015 and its current phase will continue until January 2021. It is under implementation in Lebanon, Morocco, Tunisia and Jordan.

Resilience is the ability of individuals and communities to recover, keep going and grow through adversity. Resilient individuals are the “self-starters” who both take advantage of and create opportunities for themselves and others. Resilient communities use their social and political ties to negotiate solutions to the problems they face. The Strengthening Resilience (SR) programme aims to build young people’s resilience – their ability to “survive and thrive” whatever pressures and hazards they confront.

In Lebanon the programme includes two components:

**Component 1:** Supporting the Preventing Violent Extremism unit through advising, building the capacity and supporting the delivery of the National Consultation phase that aims at developing the Action Plan of the National Strategy for Preventing Violent Extremism (PVE) that was ratified in March 2018 and at contributing to the formation of a National PVE Network and PVE Exchange Platform as well as conducting national youth consultation using as structured consultative and participatory process with Lebanese youth at the age group of (16-23). Through this process, targeted youth will be introduced to the key concepts of diversity, active citizenship and good governance via different strategic communications methods.

**Component 2:** involves building individual resilience and sense of citizenship of youth, engaging them in community development and enhancing their role in political participation for the objective of strengthening the resilience of individuals and communities against extremist narratives and reduce the appeal of violent extremist groups through working with Universities and Civil society organisations

**Consultancy Purpose**

The Editorial & Content Expert will play a vital role in raising awareness of the Preventing Violent Extremism and the Exchange platform. They will work with the Communications Team, National PVE Unit, Initial Exchange Platform partners, and the media to identify, develop and disseminate stories that support the overall communications objectives across all owned and earned media channels.

Working as part of a Communications Team, the supplier will need to find creative ways to generate interest in, and conversations around the content on the Exchange Platform.

It will be the job of the Editorial & Content Expert to maintain a regular drumbeat of stories and content around the topics raised on the Exchange Platform, in order to generate public and stakeholder interest and help deliver the overall communications objectives.

**Tasks and Deliverables**

* Identify potential news stories and content opportunities to feed the platform
* Advise on creative approaches to multi-format content (video, podcast etc.) that delivers on strategic objectives
* Work with the communication team on producing a content calendar for the platform
* Produce regular written content to populate the platform
* Work with the communications team to determine the associated content that populates the platform and ensure its on-going management and upload as required.
* Work with the communications team to create the platform guidelines
* Regular attendance and contribution at weekly Editorial Board meetings
* Liaise with members of the platform to develop the resource centre
* Drive internal communication process with members of the platform via newsletters and adhoc updates
* Use the research and context analysis results and reports generated by the platform to produce content
* identifying a list of topics (sub objectives of the sectoral workshop) to communicate through the platform that could relate to specific target audiences

**Skills and competencies**

* Excellent written and verbal communication skills
* Fluent in Arabic and English
* Senior experience in journalism
* Copywriting knowledge is an added value
* Experience of content creation and video production
* Experience of implementing strategic communications campaigns
* Experience of implementing social media strategies
* Experience in working with government led approaches is an added value

**Location**

The consultant will work from their own premises and using their own equipment and facilities and will visit the British Council only for meetings.

**Governance**

This role will form part of the Communications Delivery Team under the auspices of the British Council SR2 Project Team. The person will report to the Network Manager and Project Manager and be part of weekly calls with communications lead expert and regular meetings with the editorial board.

*The British Council will own the intellectual property rights of all materials produced during the consultancy.*

*Expression of Interest must expressly accept the British Council’s minimum Terms and Conditions. If you have any reservations these must be stated at the time of submitting the proposal.*

**Policies and protocols**

All SR2 Consultants will be required to follow British Council policies, as outlined online at <https://www.britishcouncil.org/about-us/how-we-work/policies>.

**Payment details**

The payment will be processed by an estimate of 30 days after the approval on the supporting documents in addition to the quality of the delivered work (payment details will be highlighted in the contract)

The Consultant will be responsible of his/her declaration, submission and payment of personal income tax if they are registered at the MOF, otherwise will be susceptible to a tax deduction of 7.5%