



# TOR Content and Digital Media Consultant

Type of contract: National individual consultancy

Duration: 4 months, July 2021 - November 2021

## Background and justification

DANMISSION is an independent organisation linked to the Evangelical Lutheran Church in Denmark. Danmission works in Africa, Asia, the Middle East and Denmark. Danmission's Regional Office for the Middle East is based in Beirut, Lebanon. Danmission works within the thematic areas of faith-driven social action, interfaith dialogue and peacebuilding, and natural resource sustainability and justice.

Digital engagement plays an important role in Danmission's response to global shifts in the fields of communication, fundraising, advocacy and development. In this context, Danmission is launching the TheoTech initiative which focuses on using technology to target Lebanese youth between 13 and 29 years old with inspirational and theological content using innovative tools. The compounded crises in Lebanon have not just created intense hardship but also reduced access to religious gatherings and events through the corona restrictions. The TheoTech project aims to reach youth who have been cut-off from spiritual content for those reasons. A pilot initiative for TheoTech will span 5 months targeting Lebanon with the twofold aim of

- Enabling Danmission to map young religious actors online and build a small network of religious actors from different religions and affiliations in Lebanon including but not limited to Roman Catholic, Greek and Oriental Orthodox, Maronite, Sunni, Shia, Druze, and Protestant.
- Building targeted and curated content in simplified Levantine Arabic and English on Instagram that focuses on youth. This content will support the Lebanese youth audience by filling the main online information gaps and providing online support. Themes covered will include:
  - Wellbeing improvement, especially youth feeling isolated and hopeless.
  - Mental health improvement, especially when it comes to self-esteem among youth.
  - Meditation advice, that serves as an antidote to stress, shame, and anxiety.
  - Better understanding of theology and spirituality, encouraging quotes from religions and religious actors around the world and the Middle East.
  - Access to theology and spiritual institutions, with links to other websites and empowering spiritual content.

Content will be spread through technological means; Instagram is chosen as the main tool that targets youth between 13 and 29 years of age.

The TheoTech initiative is a pilot that will act as both an assessment and ultimately as a prototyped product that Danmission and the network can use for future programming and to support other initiatives through collaborative approaches and using the principals of digital humanitarian development.

## Purpose and objectives

Under the guidance and supervision of the Project Manager, the consultant will assist Danmission MENA Office in:

- (1) Development and production of multimedia content in order to meet project objectives.
- (2) Web-related activities, including creation of social media account and branding.
- (3) Engaging religious actors with our mapping expert to help produce content.

### Content Lifecycle: (how the content will be developed)

Using a weekly agile content building approach, the social media expert will be building the content by getting input from the previously mapped out religious actors, as well as from the audience of the platform.

Input toward content:

1. Young religious actors that use social media, through brainstorming and engaging sessions.
2. Theology advisors within Danmission.
3. Audience responses through polls, comments, and questions.
4. Other programmatic messaging needs to be delivered in coordination with project and program managers of Danmission.

Output content:

1. Post media with messaging.
2. Story media with text messaging.
3. Replies and clarifications on messages sent, comments and responses.

## Tasks and deliverables

1. Content creation:
  - a. Proactively create editorial content (stories, photos, advocacy images, contests, campaigns, audio, video, infographics, etc.) in cooperation with Theology advisor and adapt for media pitching, web and social media, posting daily to respective channels; adapt multimedia assets for the local audience.
  - b. Deliverables:
    - i. Stories, social media posts, videos, images, infographics, photos posted to digital channels.
2. Social media management:
  - a. Develop a digital engagement strategy that will help the assignment in knowing how to engage and target audience now and potentially in the future.
  - b. Maintain a web and social media calendar and content plans of content themes and all upcoming coverage schedules according to the calendar.
  - c. Prepare social media packs for flagship events, initiatives, campaigns.
  - d. Actively engage with online audiences through social media channels.
  - e. Deliverables:
    - i. Increase in followers by end of assignment
    - ii. Weekly social media calendar created and adhered to

- iii. Social media packs prepared for all key events, dates, launches, etc and shared with stakeholders, where appropriate.
  - iv. Timely responses to messages and comments, monthly reports on levels of engagement.
- 3. Social media update and content management:
  - a. Manage the social media on a daily basis and works to continuously improve the design; ensure key deadlines are met for the dissemination of time-sensitive content.
  - b. Generate and analyse reports on web traffic and KPIs using Google Analytics, Hootsuite, and other social media focused analytics channels
  - c. Deliverables:
    - i. Timely updates and monthly reports on improvements and content plans.
    - ii. Quarterly and yearly reports.

## SUPERVISION, WORK RELATIONS & OVERSIGHT

The consultant will report to project manager for direct supervision and Theology advisor for technical supervision.

## QUALIFICATIONS OR SPECIALIZED KNOWLEDGE/ EXPERIENCE REQUIRED

### Education

- Bachelor's Degree or higher in journalism, marketing, social science, communication or a related field.

### Work experience

- At least 3 years of experience in journalism and/or writing features for the web;
- Demonstrated experience in maintaining social media accounts, especially Facebook, Instagram and Twitter, as well as experience with new media executions, preferably with a development organization; knowledge and understanding of local and global digital landscape and trends;
- Experience with graphic design, ability to create designs for digital media purposes in open source graphic design programmes, such as Canva;
- Ability to integrate PR/communication initiatives with social media;
- Experience developing compelling content to generate response from audiences online;
- Experience in reporting on qualitative and quantitative analytics;
- Ability to take quality photographs and basic photo editing skills;
- Previous INGO and theology experience in a similar role is highly desirable;
- Language Proficiency in both written and spoken Arabic and English is essential.

## PROCESS FOR APPLICATION

Proposal from candidates should include:

1. CV + Portfolio
2. Cover Letter
3. One nonacademic writing sample in Arabic (Social media focused) with a sample of image produced on social media.
4. Financial proposal indicating desired monthly rate over the course of 4 months.

Deadline for applications: Applications will be considered on a rolling basis; final deadline is 15. August 2021, 23:59 Lebanese time

To be sent to: [ome@danmission.dk](mailto:ome@danmission.dk) stating the title of the consultancy in the subject, any missing documents from the application will be discarded.