**TOR visibility and social media interaction consultant:**

Creating a detailed Terms of Reference (TOR) for hiring a consultant to enhance visibility and social media interaction, as well as to regenerate the website and introduce new content for Tankamel Sawa under the BMZ project in partnership with arche-nova, involves outlining the project background, objectives, scope of work, deliverables, timeline, and qualifications required for the consultant. Below is a template that can be adapted to your specific needs.

**Terms of Reference (TOR) for Hiring a Visibility and Social Media Consultant**

1. Background

Tankamel Sawa, in partnership with arche-nova and funded by the BMZ project, is seeking to enhance its visibility and interaction with the public through social media platforms and its official website. This initiative aims to highlight the impactful work Tankamel Sawa is conducting, thereby attracting more support and engagement from the community, stakeholders, and potential donors.

**2. Objectives**

The consultant will be responsible for:

* Developing and implementing a comprehensive visibility strategy that includes social media and website enhancement.
* Increasing engagement and interaction on our social media platforms.
* Regenerating our website with updated content, improved design, and user experience to better showcase our projects and impacts.
* Introducing innovative content strategies to highlight the work of Tankamel Sawa.

**3. Scope of Work**

The consultant will:

* Conduct an initial assessment of the current visibility, social media presence, and website.
* Develop a visibility strategy that aligns with Tankamel Sawa's goals and objectives.
* Create a content calendar for social media platforms, including but not limited to Facebook, Twitter, Instagram, and LinkedIn.
* Design and implement a plan to regenerate the website, including updating content, improving navigation, and enhancing overall design and functionality.
* Provide training to Tankamel Sawa staff on managing social media content and website updates post-project completion.

**4. Deliverables**

* A comprehensive visibility strategy document.
* A detailed action plan for social media engagement and website regeneration.
* Monthly progress reports on social media engagement metrics and website analytics.
* A final report summarizing the work done, outcomes achieved, and recommendations for future visibility efforts.
* Training materials for Tankamel Sawa staff.

**5. Timeline**

The consultancy is expected to commence on 21st of March 2024 and be completed by the 30th of April 2024 with the possibility of extension based on project needs and performance.

**6. Consultant Qualifications**

* Proven experience in developing and implementing visibility and social media strategies.
* Strong portfolio showcasing successful social media campaigns and website projects.
* Excellent understanding of digital marketing, SEO, and content creation.
* Experience in training and capacity building.
* Familiarity with the NGO sector and understanding of the thematic areas of Tankamel Sawa's work.
* Fluent in English, French, Arabic, with excellent writing and communication skills.

**7. Application Process**

Interested consultants should submit the following:

* A cover letter explaining their interest in the project and how their experience meets the qualifications.
* A current CV.
* A portfolio of relevant work.
* A financial proposal.
* Letter of recommendation from the last three clients

Applications should be sent to [procurement@tankamelsawa.org](mailto:procurement@tankamelsawa.org) by 18th of Mach 2024

**9. Evaluation and Selection**

Applications will be evaluated based on the consultant's experience, proposed strategy, budget, and previous work. Shortlisted candidates may be invited for an interview.