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## Terms of Reference

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**Position Title: Social Media Specialist**

**Organization: The National Council for Human Rights, Egypt (NCHR)**

**Duration: Six months (45 Workdays)**

### **Introduction**

The National Council for Human Rights in Egypt (NCHR) is seeking a dedicated and skilled Social Media Specialist to join our team on a consultancy basis.

The selected candidate will play a crucial role in managing the social media presence of the Council, with a primary focus on increasing engagement, promoting interaction, and enhancing the visibility of the Council's work.

### **Responsibilities**

#### **In collaboration with NCHR's communications team:**

1. Develop and implement a comprehensive social media strategy in line with the institution's objectives and values.
2. Create engaging and informative content for various social media platforms, including but not limited to Facebook, Twitter, LinkedIn, and Instagram.
3. Monitor and analyze social media metrics to track performance and identify areas for improvement.
4. Engage with followers and respond to comments and messages in a timely and professional manner.
5. Collaborate with internal stakeholders to ensure that social media content is accurate, relevant, and aligns with the institution's messaging.
6. Stay informed about current trends and best practices in social media to optimize the institution's online presence.



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## Qualifications

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1. A bachelor's degree in communications, marketing, or a related field.
2. A minimum of five years of proven experience in managing social media platforms for an organization, preferably in the human rights or non-profit sector.
3. Strong writing and communication skills, with the ability to convey complex human rights issues in a clear and compelling manner.
4. Proficiency in using social media management tools and analytics platforms to track performance and engagement.
5. A deep understanding of human rights principles and a commitment to promoting and protecting human rights for all individuals.

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## Deliverables and Duration

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This consultancy is based on a deliverable-based contract, with an estimated total of **45 days** allocated to complete the following deliverables:

- Develop and submit a social media strategy within **10 days**.
- Design and schedule a monthly plan of social media content **five days** a month.
- Proposal of a six-months media calendar.
- Prepare and provide a monthly report on social media metrics and performance within one day after each reporting period.

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## Application Process

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Interested candidates should submit a cover letter, resume, and samples of previous social media work to [jobannouncement.nchr.eu@gmail.com](mailto:jobannouncement.nchr.eu@gmail.com) /

The deadline for applications is October 10<sup>th</sup> 2024.

For inquiries or further information, please contact / [jobannouncement.nchr.eu@gmail.com](mailto:jobannouncement.nchr.eu@gmail.com)

We look forward to welcoming a passionate and dedicated member to our team in order to contribute to advancing human rights through effective communication and engagement in Egypt.