

TERMS OF REFERENCE (TOR)

Position Title: Social Media and Communications Consultant (Pool)

Organizational Unit: Phoenix Design Aid

Location: Remote

Reporting to: Director of External Relations, Phoenix Design Aid

Contract Type: Individual Contractor

Duration: Consultancy (per project basis)

Application Deadline: + 1 month

Are you passionate about using social media to drive meaningful impact? Do you thrive on content writing, strategic communication and delivering impactful campaigns? Are you motivated to bring your skills to projects dedicated to advancing the Sustainable Development Goals (SDGs)? If so, we have the perfect international consultancy opportunity for you.

Organizational Background

Phoenix Design Aid (PDAid) is a first-class communication and design agency which specializes in collaborating with international and intergovernmental organizations, including the United Nations (UN) and the European Union (EU), as well as NGOs and public authorities. Our mission is to provide 360° visionary solutions to complex communication and design challenges, supporting the achievement of the Sustainable Development Goals.

Our subsidiaries are located in Randers, Copenhagen, Nairobi, Panama City and Valencia, with representation offices in Ankara, Beirut, Kyiv, Geneva and Quito. Our clients are globally based and share a commitment to fostering a sustainable world. We collaborate on initiatives addressing urgent issues, including climate and environmental crises, combating gender-based violence and responding to health emergencies, among other SDGs.

To meet the growing demands in social media and communications, PDAid is establishing a pool of consultants with expertise in social media strategy, paid advertising, storytelling, content writing, community building and campaign management. This pool will enable us to offer flexible, high-quality support across projects, ensuring that our services remain aligned with UN standards and Phoenix Design Aid's values.

Find out more about Phoenix Design Aid: www.phoenixdesignaid.com

Objective

This TOR aims to recruit qualified consultants with strong expertise in social media management, content creation, storytelling and campaign execution to join Phoenix Design Aid's Social Media and Communications Pool. Selected consultants will support PDAid's client initiatives on an as-needed basis, ensuring effective rollout of impactful communication campaigns for a diverse range of clients.

Scope of work

Consultants in this pool will support PDAid's communication initiatives by implementing and optimizing social media and communication strategies, including but not limited to:

1. Communications strategies
 - Support Phoenix Design Aid in developing proposals for potential clients, including drafting communication strategies as deliverables.
 - Develop comprehensive communication strategies tailored to each project's objectives, ensuring alignment with the client's goals and values and supporting broader organizational missions.

- Identify and define target audiences, key messages, communication channels and measurable objectives to guide strategic outreach and engagement.
 - Monitor and evaluate the effectiveness of communication strategies, making data-driven recommendations for improvement and adaptation as needed.
 - Provide paid social media and digital advertising training sessions.
2. Social media strategy and community building
 - Create and manage social media calendars, planning content rollouts to establish a cohesive brand presence across various client platforms.
 - Develop and execute targeted social media advertising strategies on platforms such as Facebook, Instagram, Twitter, TikTok and LinkedIn, maximizing reach, engagement and impact.
 - Track and analyse social media performance metrics to refine strategies, optimize ad spend and enhance overall campaign effectiveness.
 - Coordinate paid and organic social media initiatives, ensuring a seamless integration of messaging across all channels.
 - Utilize scheduling and analytics tools (e.g., Hootsuite, Sprout Social, Buffer).
 - Actively engage with online communities, respond to comments, fostering a positive and interactive online presence for clients.
 - Build relationships with influencers, community leaders and partners to amplify campaign messages and expand audience reach.
 - Implement community-building strategies to increase follower engagement and advocacy, enhancing the overall impact and sustainability of client campaigns.
 3. Storytelling and content creation
 - Develop compelling narratives that resonate with target audiences and support the Sustainable Development Goals (SDGs).
 - Write engaging content for various digital platforms, including blogs, social media posts, newsletters, press releases and campaign messages.
 - Craft scripts and storyboards for multimedia content, such as videos and podcasts, tailored to campaign objectives.
 - Ensure all content adheres to client branding guidelines and PDAid's quality standards.
 4. Campaign management
 - Plan, launch and monitor multi-platform campaigns to support client objectives, ensuring timely rollout and alignment with client goals.
 - Develop key messages, content themes and hashtags that reinforce campaign objectives and connect with global audiences.
 - Monitor campaign progress, report on KPIs and make data-driven adjustments to maximize outcomes.
 - Work with PDAid's design team to create visually compelling assets that enhance campaign engagement.
 5. Additional Assignments as Needed
 - Consultants may be called upon for additional assignments based on project requirements, ensuring flexible and responsive support for ongoing communication needs.

Examples of key deliverables (dependent on project)

- **Communication strategies:** Comprehensive, tailored communication strategies for each project, detailing objectives, target audiences, messaging, channels and measurable outcomes.
- **Social media content calendar:** Monthly calendars outlining planned posts, themes, paid advertising recommendations, timing and key engagement strategies across platforms to ensure consistent and cohesive messaging.
- **Campaign content package:** A suite of written and multimedia content designed to align with each campaign's goals and core messages, including social media posts, blog articles, newsletters, graphics and video snippets.

- **Performance reports:** Detailed analytics summaries on campaign outcomes, covering metrics such as reach, engagement and conversion rates.
 - **Storytelling assets:** A collection of compelling narratives, including case studies, testimonials, video scripts and other storytelling materials, crafted to resonate with target audiences and highlight project impact.
 - **Community engagement toolkit:** Resources and guidelines for fostering online community interactions, including recommended engagement techniques, influencer and partner outreach strategies and best practices for maintaining an interactive digital presence.
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Competencies and level of proficiency required

Core values attributes:

- Commitment
- Care/Responsibility
- Respect
- Integrity
- Trust
- Accountability

Core competencies in communication

- **Creativity and strategic thinking:** Ability to generate original ideas and strategies with a problem-solving mindset.
- **Self-awareness and ethical awareness:** Demonstrates accountability and a strong sense of professional ethics.
- **Collaboration:** Works effectively with culturally diverse teams.
- **Innovation and adaptability:** Open to new ideas and embraces change.
- **Strategic action:** Able to plan with foresight to achieve impactful results.

Functional competencies (required):

- Formulating strategies and concepts
 - Expertise in storytelling, content creation and social media copywriting.
 - Skilled in content planning, calendar management, paid social media and social media analytics.
 - Planning and organizing
 - Excellent client-facing and internal communication skills.
 - Proficiency in digital advertising, targeting and performance optimization.
 - Strong organizational skills, including time management, attention to detail and multitasking.
 - Familiarity with UN communications standards, tone and branding.
 - Proficiency with content scheduling and analytics tools (for example, Buffer, Hootsuite, Google Analytics).
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Qualifications

- **Education:**
 - Masters degree in Communication, Journalism, Marketing, Public Relations, Digital Media or related field.
 - A Bachelor's degree with additional years of experience may be considered in lieu of an advanced degree.
- **Experience:**
 - Minimum of five years of experience in social media strategy, content creation, or digital marketing, ideally with a communication agency or an international organizations, including the UN.
 - Proven expertise in managing social media campaigns and content calendars for complex, mission-driven initiatives.
 - Experience with paid social media campaigns and digital advertising platforms.

- Experience in conducting paid social media trainings a plus.
 - Languages:
 - Fluency in English is required (written and spoken).
 - Knowledge of French, Spanish, or other UN official languages is an asset.
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Application process

Interested candidates are requested to submit:

- Your CV
- A cover letter detailing relevant experience
- IMPORTANT: Add your expected daily **and** monthly fees
- Contact information for three professional references or three letters of recommendation

Please submit applications to cv@phoenixdesignaid.com between 12 November 2024 – 2 January 2025

After the initial selection phase based on CV and cover letter/budget expectations, Phoenix Design Aid will conduct a 2-hour online test end of January 2025. Only candidates who pass the test will proceed to an interview. *Consultants will be working from home and are responsible for handling their own tax obligations in their respective countries.*

Contract modality

This TOR may be updated based on evolving project requirements and strategic priorities.

Consultants who join the pool will be engaged on a project basis, with rates set according to experience and project scope. Those who contribute to tendering processes and content development of such tenders will be prioritized.
