



4 November 2022

REQUEST FOR PROPOSAL (RfP): Social Media Coordination

Deadline for submission: 10 November 2022, 11:59 PM EST

AWID is seeking the services of a consultant to provide AWID with Social Media Coordination services between 15 November 2022 and 31 March 2023.

About AWID

The Association for Women's Rights in Development (AWID) is a global, feminist, membership, movement-support organization.

Our mission is to support feminist, women's rights and gender justice movements to thrive, to be a driving force in challenging systems of oppression, and to co-create feminist realities and alternatives. AWID envisions a world where feminist realities flourish, where resources and power are shared in ways that enable everyone and future generations to thrive and realize their full potential with dignity, love and respect, and where Earth nurtures life in all its diversity.

Introduction

The Social Media Coordination consultancy will provide proficiency to the activities of the Information Communications and Media (ICM) team. The ICM tactic is rooted in the realization that timely information and strategic communications will advance AWID's goals. This team works to ensure that AWID's communication efforts are effectively thought out, accessible, creative and advance programmatic goals. The ICM team positions its work as an effective contribution to realizing the outcomes of the organization.

Scope of Work

- Collaborate with staff within the ICM team, and across the organization to ensure the dissemination of content across our online platforms (Instagram, Twitter, Facebook, YouTube, Spotify, and LinkedIn)
- Ensure AWID is well represented in virtual spaces, through effective management of social media channels
- Participate and contribute to ICM team coordination and planning meetings
- Participate actively in organizational meetings, working groups and committees
- Develop and monitor project work plans via agreed processes including spreadsheet/Asana (with input from Manager) that will document the timeline, requirements and deadlines to follow
- Maintain collaborative relationships with staff across AWID
- Provide support for the monitoring & evaluation of social media strategies
- Ensure the timely and effective implementation of deliverables linked to project work plans, including all activities, reports and evaluations

Expected Deliverables

- Execute social media launch for AWID's podcast from November 2022 to January 2023
- Repost/boost partner's content as part of our commitments and alliances
- Promote all AWID events across SM platforms, during the consultancy period, using the AWID Communications Calendar as a guide
- Execute social media launch of our new Co-Ed Introductions and Forum announcements
- Support in the communications planning for the AWID's new Strategic Plan launch in 2023.

Timeline

The consultancy will begin on 15 November, 2022 and last till 31th March 2023, with the possibility of extension based on the organization's needs. The hourly commitment is between 25 (at a minimum) going up to 35 hours per week.

Compensation

The compensation will be USD \$35/hour.

Consultant Profile

Essential Knowledge, Skills, Abilities & Experience

- At least 4-6 years experience:
 - managing digital communication channels and communities including via websites, social media platforms, constituent relationship management systems etc
 - working for a non-profit organization in a related role
 - contributing substantively to content creation and knowledge building projects
 - working in a diverse team
 - Creation and production of feminist online content
- Strong computer skills, including using Google Suite products, online meeting tools, and direct messaging platforms
- Excellent web-writing and web-editing skills as well as verbal skills in English
- A keen attention to detail and quality control
- Ability to multitask, and willingness to perform diverse tasks as needed in a timely manner
- Proactivity, ability to work independently and effectively in a small team and dynamic environment

Desirable Knowledge, Skills, Abilities & Experience:

- University degree in communications or equivalent in community-based or other knowledge processes
- Academic courses or community learning in women's/feminist studies or human rights considered an asset
- Background in feminist activism
- Fluency in French and/or Spanish an asset

Submission of proposal

Proposals are to be submitted no later than 10 November 2022, 11:59 PM EST to tenders@awid.org
Please include the following subject line in the application correspondence: Consultancy Proposal: Social Media Coordination.

Global South-based women; trans, non-binary and intersex persons; persons with disabilities and other candidates from historically oppressed groups, of all ages, are strongly encouraged to submit a proposal.

Interested consultants are requested to send the following:

- Cover letter outlining how the consultant meets the person specification, confirmation of availability in the time frame indicated.
- Curriculum Vitae OR Profile
- Contact details of two professional referees (ideally recent clients) relevant for this consultancy.
- A sample of a similar piece of work previously conducted and concluded. (this will be kept confidential).

Selection Criteria

The award pursuant to this RfP will be based upon the proposal and interviews with appropriate consideration given to operational, technical, cost, and management requirements.

The following elements will be the key considerations in evaluating submitted proposals and selecting a consultant:

- Evidence of the consultant's qualifications to provide the above services and ability to deliver the indicated service in accordance with the specifications set out in this RFP.
- Background and experience in conducting similar assignments.

All proposals received will be reviewed on a rolling basis.

If you have any questions about this RfP please contact tenders@awid.org by 10 November 2022.