

TERMS OF REFERENCE(TOR)

About Hope Revival Organization (HRO)
 Hope Revival Organization (HRO) is a humanitarian, advocacy, non-profit organization dedicated to working with communities in order to overcome experiencing difficulty coping. HRO main priorities are aimed at improving access and availability of evidence-based, high quality and culturally sensitive mental health services and psychosocial support for populations affected by conflict and crisis in order to build sustainable local capacities and provide comprehensive, integrated and community based mental health services and psychosocial support activities that promote the resilience and overall wellbeing of vulnerable refugees, internally displaced people and host populations.
 We work on involving women, youth, and people with disabilities in economic, social, and civil activities in order to limit marginalization, violence and empower them by raising awareness for their rights. HRO focuses on community care by creating safe environments through increasing the quality of life, mitigating violence, opposing marginalization, and striving to eliminate poverty.

Project Summary
 HRO is working on a project that aims to advocate for and promote fundamental child rights and civil liberties among children and youth in Syria by creating kid-friendly awareness material as part of its mission to empower the younger generation, which it views as the primary source of democratic change, inclusive peace, and stability (videos and stories).
 The project's main goal is to:
 1- Ensure the safeguarding of children's rights to protection from violence, abuse, neglect, and exploitation.
 2- Ensure the development of the children's life skills to prevent violence and engage in healthy relationships based on rights respect and responsibilities.
 3- Sensitize stakeholders on violence in communities and support the development of plans to stop it.
 4- Clarify and identify the concerned trusted persons with whom children can seek help.
 Suggested produced Child-Friendly content will include the following:
 * 5 Printable Stories.
 * 5 Short Videos will be published on social media (e.g., the most used webpages and networks by children – YouTube, Facebook, etc.). HRO Facebook and Twitter account (#SyrianChildren to be used as one of the key hashtags to maximize the visibility of the campaign).
 The story's core theme is that three adventurous friends (Arabic Characters) have their own secret, imaginative powers and strange adventures through which they learn about their rights as children, and they also have exotic pets (insects, butterflies, cats, dogs, mice, and so on) that help to communicate the idea and message.

Scope of Service(including mission and goal):
 The social media consultant will work under the direct supervision of the Media Officer.
 S/He will lead the social media campaign to publish and have wide access to the produced child-friendly videos and stories and ensure that the project media deliverables (content) are shared with stakeholders, beneficiaries, and community leaders and are uploaded via social media platforms, through:
 1- publish the contents,
 2- launching 2 webinars,
 3- collaborating with media institutions and Influencers,
 4- and distributing stories to stakeholders.
Copyright & Intellectual Property Rights :
 All the materials, designs, plans and any other materials produced by the consultant/service provider or shared with him \ her by HRO under this contract shall be the sole and exclusive property of the project and will not be reproduced in any other platform/forum without taking written consent of HRO.

Ref: NO:	TO-0039	Duration	During 4 months (Oct. Nov. Dec. Jan) total days 60	
Title	Social Media Consultant	Location (Remotely or physically)	Remotely	
Service Details	Task/Outputs	Estimated Duration for full service delivery (day/month/year)	Target due date	Payment schedule in proportion to the percentage of completion for each output
	Output 1 1- Publish the contents on social media (e.g., the most used webpages and networks by children – YouTube, Facebook, etc.). HRO Facebook and Twitter account (#SyrianChildren to be used as one of the key hashtags to maximize the visibility of the campaign) 2- launching 2 webinars (invitation, preparing, designing the content, surveys and maintain the record) 3- collaborating with local media institutions and Influencers, 4- and distributing stories to stakeholders.	Full service Package	From Oct 1st 2022 to Jan 31st 2023	
Total (from 100%) including taxes				

Minimum Qualifications of the Individual Contractor	
Qualification	Education: University qualification (master's degree is preferred) in the field of media and/or communication, or any relevant field.
Professional Experience	A minimum of 3 year of relevant experience in managing social media networks (Facebook, Twitter, Instagram, LinkedIn, Hootsuite)
	A basic understanding of updating webpages (Word Press).
	Experience with Canva, Adobe Photoshop, InDesign and Premiere is required
	Experience and interest in digital community management
	Proven English & Arabic Language writing and editing skills
Other Competencies	Graphic design, photo and video editing skills required
	• Time management (in managing deliverables);
	• Team management;
Language Requirement	• Professionalism, courtesy, patience;
	• Outstanding inter-cultural communication, networking and coordination skills
Supported Document(identified by service requester)	Arabic is essential and English proficiency is required and/or desirable
	Invoices, report of completion of services, ID.
	Project deliverables (Materials: need assessment, dialogue, campaigns, child-friendly reviewed contents, etc)
	Reports (need assessment, supervision, final "service completion", etc.)

.Criteria for Evaluation of Level of Technical Compliance of Individual Contractor		
Evaluation Criteria		Obtainable Score
1	Total Price/السعر الإجمالي	30%
2	The ability to supply an invoice/القدرة على تزويد فاتورة	10%
3	Certificates of experience related to the requested service/شهادات الخبرة المرتبطة بالخدمة المطلوبة	25%
4	Certificates of academic qualifications related to the requested service/المؤهلات العلمية المرتبطة بالخدمة المطلوبة	25%
5	Previous contracts with HRO or with other parties to provide similar services/العقود السابقة مع منظمة احياء الأمل او مع جهات اخرى لتقديم خدمات مماثلة	10%
Total (out of 100%)		100%

Applicants must fill the questionnaire based on a Lump Sum Amount. The total amount quoted shall be all-inclusive and include all costs components required to perform the deliverables identified in the TOR, including professional fee, travel costs, living allowance (if any work is to be done outside the individual provider's duty station) and any other applicable cost to be incurred by the service provider in completing the assignment. The contract price will be fixed output-based price regardless of extension of the herein specified duration. Payments will be done upon completion of the deliverables/outputs.
 Note: Only in the event of unforeseeable travel that is not anticipated in this TOR, payment of travel costs including tickets, lodging and terminal expenses will be paid from the service provider.

How to Apply:

- Hope Revival has a zero-tolerance regarding sexual exploitation and abuse, sexual harassment, abuse of authority, and discrimination. HRO also adheres to strict child safeguarding principles. All selected candidates will, therefore, undergo rigorous reference and background checks, and will be expected to adhere to these standards and principles
- Hope Revival is an Equal Opportunity Employer. Hope Revival considers all applicants based on merit without regard to race, sex, color, national origin, religion, sexual orientation, age, marital status, veteran status, disability, or any other characteristic protected by applicable law.
- If you are interested to contract with HRO you should fill the following link: <https://forms.gle/9VopTxcw8zEazhDca> no later than 20/09/2022 (Turkey Time) clearly stating the title of service applied for and the reference number (Ref No TO-0039). Any offers received after this date/time will not be accepted.

Service providers wishing to contract with the Hope Revival organization must submit the following documents at the minimum:

- 1- A copy of the company's license - for service providers in Turkey
- 2- A copy of the tax number of the company or the service provider - for service providers in Turkey
- 3- A copy of some of the previous contracts executed by the company or by the service provider - for service providers in Syria and Turkey
- 4- A copy of the recommendation letters for the institutions / organizations / companies or previously contracted parties - for service providers in Syria and Turkey
- 5- A copy of the ID card (except if the contractor is a company) - for service providers in Syria and Turkey
- 6- A copy of the bank account - for service providers in Syria (PTT account) and Turkey.
- 7- Any other documents that can support the information presented above is considered an added value for evaluating the provider's service
- 8- Signed CV including names of at least 3 referees including contact information and cover letter in ENGLISH describing your reasons for applying and relevant qualifications

• Hope Revival thank all applicants; however, kindly be informed that only winner provider will be contacted.