EUROPEAN PARTNERSHIP FOR DEMOCRACY

Terms of Reference

Communications Content Creator (Framework Agreement)

1. Purpose

The European Partnership for Democracy (EPD) is recruiting a Service Provider to act as a Communications Content Creator in the context of EPD projects implemented across the African continent. Two of these projects focus on the use of digital tools and technology to boost citizen involvement in African Union policy-making. Another project in Cabo Verde focuses on the prevention of gender-based violence through participatory policy evaluation. Another project in Morocco focuses on strengthening the role of civil society in promoting transparency and anti-corruption policies.

The Service Provider is expected to develop online content that will be published on these projects' web presences, such as websites and social media channels. This will include conceptualisation, design, research, drafting and editing tasks. Close guidance will be provided by EPD staff.

The Service Provider will sign a Framework Agreement with EPD. Hence, EPD will require the Service Provider to respond to separate assignments that will arise on a need basis. The number and scope of such assignments may fluctuate depending on the need within the aforementioned projects. At the end of each month, the Service Provider will invoice EPD at a pre-set hourly rate.

The Framework Agreement is intended to take effect in late July 2022.

2. Background information

EPD is a non-profit organisation based in Brussels with a global remit to support democracy. As a network, it comprises 19 European civil and political society organisations specialising in the different parts of a democratic system. Through its members it is present in Africa, Asia, Europe, the Middle East and Latin America. More information about EPD is available at www.epd.eu.

The EPD currently implements four projects across the African continent.

- The **Charter Project Africa** is a pan-African project focused on the commitments contained in the African Charter on Democracy, Elections and Governance (ACDEG) - the central African Union policy document to advance democratic governance in African Union member states.

  The project promotes the usage of civic technology to amplify citizen voices. The project also opens spaces of collaboration between citizens, civic initiatives and African Union policy makers, at national, regional and continental levels - with an emphasis on digital formats. A particular focus is given to the role and the mandate of the African Governance Architecture (AGA). Further, the role of the ACDEG in achieving positive change in African Union member states is monitored, analysed and promoted.

- The **African Union Civic Tech Fund** aims to foster and support initiatives that seek to strengthen citizen engagement through innovative tools and digital technologies in African Union Member States. Its mission is to demonstrate effective models in citizen participation, support scale-up of initiatives, and influence policy in support of replicable and/or scalable civic tech initiatives and citizen-led transformative action across the African continent. The Fund focuses on the provision of small grants to non-governmental organisations providing services in civic space and initiatives led by small and medium businesses with a deep civic participation objective.

- **Djuntu pa igualdadi! A participatory response to gender-based violence** (GBV) aims to contribute to a favourable legal, institutional and social environment in Cabo Verde, in which public authorities respect and promote women's rights, particularly those of GBV victims, in order to increase their participation in public life and ensure their socio-economic inclusion. At the centre of the project stands a participatory policy evaluation of the GBV Law in Cabo Verde as well as a capacity support programme to relevant stakeholders.

- **Information and Integrity** aims at strengthening the role of civil society in promoting transparency in Morocco. By providing digital tools and creating spaces for dialogue, this project supports civil society organisations in advocating, monitoring and evaluating transparency and anti-corruption policies in cooperation with public authorities and independent institutions. In addition, it seeks to raise awareness among citizens of the benefits they can gain from more effective implementation of transparency policies. The main activities include monitoring and evaluating public policy, creating civic tech solutions, facilitating dialogue and cooperation, and awareness-raising.

3. Expected results

The Service Provider will have the following tasks:

- Contribute to the overall project communication strategy;
- Conduct keyword research for SEO to optimise content;
- Collect information and visual material on the project topics;
- Design social media friendly visual material (banners, posters, GIFs, short videos, etc.) for Twitter, Facebook and LinkedIn;
- Design papers and reports in line with projects' branding guides;
- Draft text for social media posts;
- Edit and finalise project newsletters;
- Draft articles and blog posts on project activities and deliverables;

4. Scope of service delivery

The assignment will be delivered over from late August to mid-September 2020. The prospective date for the training session is Monday, 7 September 2020.

5. Qualifications

- 2-4 years experience with social media management is required;
- Previous experience with graphic design and video production is required;
- Previous experience in editing text (for articles and blog posts) is required;
- Excellent knowledge of French and English is required;
- Familiarity with African politics is highly desirable.

Preferably, the candidate should have knowledge of the following tools:

- Canva;
- Adobe InDesign;
- Wordpress;
- MailChimp;
- Meta Business Suite;
- HootSuite.

Knowledge of tools for social media monitoring and metrics analysis will be considered an asset.

6. Application procedure

Interested candidates should send a brief description of their interest, a financial offer (hourly rate!), accompanied by an updated CV to jobs@epd.eu by **Sunday, 10 July 2022, COB**.