Association for Human Rights in Ethiopia (AHRE)

Terms of Reference (TOR)

This Term of Reference (TOR) designed to undertake/ organize social media campaign on Human Rights Violation in Ethiopia

May, 2024
Addis Ababa

TERMS OF REFERENCE (TOR)

Title of Position: Consultancy - Designed to undertake/ organize social media campaign on Human Rights Violation in Ethiopia

Organization Name: Association for Human Rights in Ethiopia (AHRE)

Job Type: Contractual

1. BACKGROUND

Association for Human Rights in Ethiopia (AHRE) is registered in Ethiopia as a board-led organization as of November 12, 2020, following the revision of the restrictive CSO Proclamation No. 621/2009. AHRE is dedicated to the advancement of human rights in Ethiopia through evidence-based advocacy at the national, regional, and international level. This will be carried out through conducting research, trial monitoring and monitoring of the human rights situation in the country, building capacity of different institutions and individuals on human rights, undertaking advocacy and other related tasks. It is also involved in training local actors, publishing press releases, and a bi-monthly online magazine. All these activities seek to raise awareness, build the capacity of local actors in Ethiopia, and call on those concerned to pay due attention to the human rights situation in the country.

AHRE conducts trial monitoring of selected cases with the aim of assessing whether the justice system is playing its pertinent role for the promotion and protection of human rights in the country and findings of the monitoring will be used as evidence to substantiate gaps in administration of justice and make recommendations through advocacy. Moreover, AHRE facilitates training to local CSOs and its staff to strengthen their capacity regarding human rights works.

In light of the current situation, Ethiopia is facing various challenges that have resulted in severe human rights violations. These violations include but not limited to killings, arbitrary arrests and detentions, prolonged trials, unlawful and inhumane treatment in prisons, forced evictions, sexual violence, war crimes, crimes against humanity, and enforced disappearances. As part of its advocacy work, AHRE is committed to promoting and protecting human rights in Ethiopia. AHRE aims to address these pressing issues and work towards positive change through social media campaign.

May, 2024
Addis Ababa

To this effect, AHRE is looking for a consultant that will *undertake media campaign on the Human Rights Violations in Ethiopia*.

2. OBJECTIVE

The general objective of this assignment is to contribute to the reduction of social and political impacts affecting Human Rights in Ethiopia.

3. SCOPE OF THE WORK

- The content and graphics of the SM posts shall be produced both in Amharic and English.
- The Social media campaign graphics and content should be designed with the consideration of the mission and vison of AHRE
- The Social media campaign content and graphics should be designed with gender sensitive, words, terms and language.
- The Social media content and graphics should address policy makers, the judiciary Executives and community at large.

The consultant will report to AHRE's Executive Directress (ED) and supporting program team. The program Officer will serve as the first contact person for the consultancy.

4. Duties and Responsibilities of the Consultant

- Draft campaign concept writing and script development
- Selecting content format and design
- Take care of the technical aspects of the Social media campaign
- Oversee the proper administration of media docs, posts and over all campaign
- Keeping the contents and post to time
- Editing the content production and seek approval of AHRE
- Providing content and graphic material
- Boost AHRE's Facebook page and posts.

5. Time Frame

- The consultant shall commence to develop content scripts, graphics and go into production within 10 days of Signing the contract

May, 2024
Addis Ababa

- The total output is expected to be posted on AHRE's website and social media pages: (8 Amharic post, 8 English post)
- The campaign shall be designed to be posted twice a week on AHRE's website and social media (During the daytime)

The overall production process should be completed no less than 30 days after signing the contract.

6. Qualifications and Experience Required:

- The consultant/firm must have proven expertise in content development.
- Past experience on content creation and managing social media campaign.
- High proficiency in written and spoken English and Amharic languages.
- Handson knowledge on the national and international Human rights legal frameworks and instruments.
- Skilled in graphics/illustration.

7. Application Procedure:

Interested applicants should submit the following documents:

- Letter of Application.
- Comprehensive technical and financial proposals.
- References/certificates demonstrating previous experience in similar assignments.
- Updated CV of the individual consultant/team.

8.Submission of the Applications

The consultant shall submit technical and financial proposals for the content and graphics production and page boosting in sealed envelope ONLY within 7 working days.

Associations for Human Rights in Ethiopia (AHRE)

Addis Ababa, Ethiopia,

Bole Sub-City, Friendship Business Center 5th floor Room 502

Tel. +251116668893 or +2511116668894

Email: apply@ahrethiopia.org

Women applicants are highly encouraged to apply.

May, 2024
Addis Ababa

May, 2024
Addis Ababa