# Association for Human Rights in Ethiopia (AHRE)

# Terms of Reference (TOR)

This Term of Reference (TOR) is designed to provide social media boosting service.

**11/24/2025**
**Addis Ababa**

# TERMS OF REFERENCE (TOR)

**Title of Position: Consultancy - Provide social media boosting service**

**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.

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.

To this effect, AHRE is looking for a consultant that will *provide* a ***social media boosting service.***

## 2. OBJECTIVE

The general objective of this assignment is to contribute to the promotion and protection of human rights in Ethiopia and to raise awareness about human rights in general, and labor rights in particular.

## 3. Duties and Responsibilities of the Consultant

- Boost AHRE's posts on all social medias of the organization.
- Take care of the technical aspects of the social media campaign
- Oversee the proper administration of media docs, posts and over all campaign

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- Keeping the contents and post to time
- Implement targeted boosting campaigns to reach a wider audience.
- Track engagement metrics, reach, and conversion rates.
- Provide regular reports on the performance of boosting campaigns.
- Define and analyze the target demographic, including age, location, interests, and behaviors.

**4. Qualifications and Experience Required:**

- The consultant/firm must have proven expertise in content development.

- Past experience on managing social media campaign.

**5. 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.

**6.Submission of the Applications**

The consultant shall submit technical and financial proposals indicating the price per boost for social media promotion via apply@ahrethiopia.org , contact@ahrethiopia.org or in a sealed envelope ONLY within 7 working days at AHRE's office, located at Bole Sub-City, Friendship Business Center, 5th Floor, Room 502. Tel: +251116668893 or +2511116668894

**Women applicants are highly encouraged to apply.**

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