

Terms of Reference (ToR)

Communication and Advocacy Coordinator

APPLICATION SUBMISSIONS GUIDELINE:

Interested applicants should submit their CV and Cover Letter to "recruitment@cldh-lebanon.org" indicating "Communications and Advocacy Officer" in the subject by May 2nd, 2023.

The interview process will be ongoing, and might end upon receiving a qualified candidate for the position.

Only shortlisted candidates will be contacted.

Applicants who have a personal relationship/association with a CLDH staff member are required to declare it in their email application.

CONTACT PERSON POSITION:

Human Resources Assistant

CONTACT PERSON EMAIL:

recruitment@cldh-lebanon.org

DESCRIPTION:

BACKGROUND:

The Lebanese Center for Human Rights (CLDH) is a local non-profit, non-partisan Lebanese human rights organization based in Beirut. CLDH was created in 2006 by the Franco-Lebanese Movement SOLIDA (Support for Lebanese Detained Arbitrarily), which has been active since 1996 in the struggle against arbitrary detention, enforced disappearance and the impunity of those perpetrating gross human rights violations.

CLDH monitors the human rights situation in Lebanon, fights enforced disappearance, impunity, arbitrary detention and racism and rehabilitates the victims of torture. CLDH regularly organizes press conferences, workshops and advocacy meetings on human rights issues in Lebanon and collects, records and documents human rights abuses in reports and press releases.

CLDH team on the ground supports initiatives aimed at determining the fate of all missing persons in Lebanon.

CLDH regularly follows up on numerous cases of arbitrary detention and torture in Lebanon in coordination with Lebanese and international organizations, and with the United Nations Working Group on Arbitrary Detention WGAD and the UN Special Rapporteur on Torture.

CLDH currently has 3 offices: Zalk, Dora, Beqaa and Tripoli.

The Communication and Advocacy Coordinator is under the direction and supervision of the Executive Director . Their primary responsibilities are planning, developing and implementing communication strategies to promote CLDH's advocacy and awareness campaigns. The incumbent is also responsible for developing partnerships with other relevant organizations and stakeholders to disseminate information and create awareness about relevant topics and issues under the programs and activities.

●**Program Communications for advocacy and awareness:**

- The C&A Coordinator works closely with the CLDH team, to ensure that relevant program materials such as case studies, donor reports, proposals, factsheets, and infographs are developed and disseminated to donors and target groups through relevant media and network channels. The Communications Coordinator will assist CLDH's Deputy Director in the proposal development stage to identify appropriate communication and advocacy activities for the projects.

●**Advocacy and Communications:**

- Follow CLDH's advocacy strategy in implementing relevant publicizing and lobbying activities in close coordination with the Executive Director.
- Ensure timely and quality production of advocacy reporting materials such as periodicals, annual and donor reports, briefing notes, Human Interest Stories, picture stories, and videos. The Communications and Advocacy Coordinator will develop and archive communication materials, including digital, such as publications, press releases and clippings, photographs, statements, audio-visual materials, and web resources.
- Assist in networking with key actors through participating in working groups on different human rights topics.
- Assist in lobbying with key stakeholders on specific advocacy themes as per CLDH's strategy.

●**Media Relations:**

- Act as CLDH's focal point for referring media coverage to the team on human rights topics when needed.
- Develop and maintain contact information, materials and relationships with journalists and media outlets (traditional and social media), to increase coverage of conservation issues in the media. Specific activities may include:
- Draft and edit articles, press releases, human interest stories and other advocacy/information materials.
- Collaborate with the media by organizing project site visits, facilitate photo coverage and TV footage and utilizing both web-based and traditional media as appropriate.
- Monitor and evaluate the use and effectiveness of media materials. Maintain a library of media coverage, clippings etc.

- Continue to develop an existing mailing list on a regular basis.
- **Documenting:**
- Lead on the development of a weekly human rights brief and its dissemination to relevant stakeholders.
- Lead on the development of a monthly newsletter in collaboration with frontliners/team members and its dissemination to relevant stakeholders.

●Digital Communications/Social media:

- Regularly update CLDH's social media schedule and lead on Communications Assistant's implementation as per CLDH's existing strategy.
- Develop and implement awareness campaigns when needed with external/internal support.
- Lead on Communications Assistant to maintain CLDH website and social media platforms (Facebook, Twitter and YouTube) such as daily monitoring, posting and content development
- Update CLDH's website on a regular basis through collaboration with the team and regular drafting of articles and human rights stories.

●Donor Relations & Visibility:

- Develop and maintain an updated list of CLDH donors and special interest groups. Assist in developing donor visit schedules/brochures, donor gifts and cards. Support preparation of background materials, briefs and information kits for visiting donors and high-profile guests/visitors.
- Ensure proper development of CLDH's visibility tools. This includes LOGOs, signatures, business cards, etc.
- Proofread and ensure research content is comprehensive and well-written.

●Events/campaigns:

- Leading on special events and campaigns to promote strategic conservation goals. Support the organization of workshops, seminars, campaigns, events and project review meetings including agendas and meeting minutes.
- Ensure coverage of events through videos, pictures and press releases.

●Monitoring and Evaluation:

- Monitor and evaluate impact of communication materials and advocacy events and campaigns to target audience through monthly briefing and close follow up with the M&E department

ESSENTIAL MINIMUM QUALIFICATIONS AND PROFESSIONAL EXPERIENCE REQUIRED:

- A minimum of 3 years in a similar position
- Good communication skills and team player
- Excellent written and oral English communication skills and proficiency in Arabic. In addition, excellent written and oral French is highly desirable.
- Demonstrated and extensive social media experience
- Advanced working knowledge of MS Office (Word, PowerPoint, Excel and Publisher)

Education:

Bachelor's degree in communications, journalism, public relations or any related field.

Location:

The Communication and Advocacy Officer is based in CLDH main office in Bouchrieh.