



## Terms of Reference for Freelance Social Media Content Creators (English & Arabic-speaking)

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### 1. Background

Musawah seeks the services of two (2) Social Media Content Creators (one fluent in English, one in Arabic/both) to support the Communications team in content creation for its social media platforms (Twitter, Facebook, Instagram and LinkedIn) for six months, with a possible extension.

Launched in 2009, Musawah is a global movement for equality and justice in the Muslim family. The movement comprises non-government organisations, activists, scholars, legal practitioners, policy makers, and grassroots women and men from around the world. Our areas of work are capacity building, knowledge building, international advocacy and communications; all of which drive our commitment for justice and equality in the Muslim family.

### 2. Objectives of assignment

2.1 To achieve Intermediate Outcome 1 of Musawah's Theory of Change: Facilitate the Expansion of Public Discourse, specifically under 1.4) Musawah's messaging is amplified.

2.2 Under the guidance and supervision of the Communications Team, the Socmed Content Creator(s) will develop and produce multimedia content in order to increase Musawah's social media reach, engagement, visibility and followers.

### 3. Scope of assignment

The Socmed Content Creators are expected to work closely with the Musawah team to:

- Produce minimum 10 social media posts and 2 short videos (less than 4 minutes) for FB, TW & IG platforms respectively on a monthly basis (i.e an estimated 108 posts by 6 months, though the content itself may mirror on the platforms)
  - Potential multimedia works:
    - Explainers/infographics (example [here](#))
    - Memes (example [here](#))
    - Short videos (example [here](#))
    - Captions for social media posts
- Submit recommendations for social media content for the next 3 months and a minimum of 5 influencers Musawah should engage in the next 3 months

- The Arab-language Content Creator will focus primarily on social media audiences & influencers in Arab-speaking countries.
- Submit learnings/insights on impact of the social media content assignment for Musawah to consider
  - The Arab-language Content Creator will focus primarily on social media audiences & trends in Arabic-speaking countries.
- Assist the Communications Team in meeting the targets, which will be shared
- Proactively researches and monitors Muslim feminist related content and pitch content to the Communications Team
- Assist Comms team in engaging with influencers online to amplify campaigns/post
- Ensure brand consistency in the social media messages and visuals
- Amend content after feedback
  - Maximum number of feedback rounds: 2
  - Review turnaround time from Musawah: 2 working days maximum (depending on the type of content)

#### 4. Evaluation criteria

- We are looking for one Content Creator fluent in English, and one fluent in Arabic (the latter must also be fluent in English).
- At least a Bachelor's Degree in journalism, marketing, social science, communication or a related field.
- At least 2 years of experience in journalism and/or writing features for the web;
- Demonstrated experience in creating social media content, especially for Facebook, Instagram and Twitter, as well as experience with new media executions, preferably with a non-government organisation
- Knowledge and understanding of local and global digital landscape and trends
- Knowledge and understanding, or keen interest in learning about women's rights and feminism
- Experience with graphic design, ability to create designs for digital media purposes in open source graphic design programmes, such as Canva
- Ability to integrate PR/communication initiatives with social media
- Previous experience with international non-government organisations and interest in Muslim feminist movements is highly desirable

#### 5. Working Arrangements

- a. This position is fully remote.
- b. The contract duration is six months, with a possibility of extension.
- c. The Content Creator(s) will collaborate and liaise with the Digital Engagement Officer. The Communications team will provide access to brand guidelines, company's digital assets (external) folder, and other documents which would be relevant to the tasks assigned.
- d. Content request process:
  - i. Musawah Communications team will provide a brief to the Content Creator(s).
  - ii. Turnaround time for Content Creator(s):
    - Maximum 2 working days to produce social media content

- 2 rounds of feedback by Musawah (maximum turnaround time: 2 days)

## 6. Reporting timeline and deliverables

The Scope of Assignment is expected to commence in October 2021 and will be in effect for 6 months upon signing the agreement.

No	Reporting and deliverables	Timeline (2021)
(a)	Produce minimum 10 social media posts and 2 short videos (less than 4 minutes) for FB, TW & IG platforms respectively on a monthly basis (i.e an estimated 108 posts by 6 months, though the content itself may mirror on the platforms)	Tentatively By 30 April 2022
(b)	Submit recommendations for social media content for the next 3 months and a minimum of 5 influencers Musawah should engage in the next 3 months.	By 31 December 2021
(c)	Submit learnings/insights on impact of the social media content assignment for Musawah to consider.	By 31 March 2022

## 6. Contact information

For more information and submission of CV, portfolio and quotation, please e-mail and to state the subject as 'TOR Social Media Content Creator - (Your Name)' to [musawah@musawah.org](mailto:musawah@musawah.org). **Deadline for CV, portfolio and quotation is by 5.00 pm Malaysia time on 14 September.**

Only shortlisted applicants will be invited for an interview.

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