

## Terms of Reference

# Social Media and Content Creation Consultant & Trainer, Bosnia and Herzegovina

Role Information	
Organisation	British Council, Bosnia and Herzegovina
Role	Social Media and Content Creation Consultant & Trainer
Project title	Spark: Skilled Youth Empowered Communities, Mostar BiH
Duration	Max 18 working days in total from 1 August – 31 October 2024
Work model	Hybrid (Home based work & up to 5 days on a location in Mostar BiH)
Report to	Project Lead

### Project description

*Spark: Skilled Youth, Empowered Communities, Mostar BiH* is a project funded and implemented by the British Council in Bosnia and Herzegovina in the period May 2024 - March 2025.

The project aims to create empowered communities of youth in Mostar by developing their skills in creating projects and social media campaigns on topics of their interest, and implementing them with support of trainers/mentors and CSOs.

In a series of workshops, secondary school pupils, boys and girls of age 14-18, will learn the principles and tools of project development and creating social media campaigns. Teams with the best ideas will be awarded small-scale grants and mentorship for their implementation.

The project also provides grants to CSOs to support youth projects and to create some of their own which will empower collaboration between diverse young people, and change in the local community.

### About British Council

The [British Council](#) is the UK's international organisation for cultural relations and educational opportunities. It supports peace and prosperity by building connections, understanding and trust between people in the UK and countries worldwide. The British Council celebrates 90 years in 2024. The British Council is committed to policies and practices of equality, diversity, and inclusion across everything we do, and we want to encourage applicants from under-represented groups to apply.

## Scope of Work

### 1. Designing the Training & training materials

**The Consultant is required to design Social Media Campaigns and Content Creation Training in English language for the level of secondary school pupils, and to develop two sets of training materials: Facilitators Guide for trainers, Training Handouts for pupils, and also an Evaluation questionnaire.**

Social Media Campaigns and Content Creation Training is planned to take place in form of workshops, once a week, over 15-week training duration. This training will be complemented with Project Development and Management Training which is not the subject of this ToR.

### 2. Training of Trainers

**The Consultant is also required to deliver Training of Trainers (ToT) to a group of up to 10 trainers and develop Agenda of the ToT in cooperation with British Council team.**

A face-to-face Training of Trainers of max duration three days will take place in September 2024, and will teach the team of trainers about the project aims, agree on the principles of the training delivery, learn and discuss training content, and (for the Consultant) incorporate revisions from the group work into the Social Media Campaigns and Content Creation Training materials.

### 3. Safeguarding

**The Consultant is required to complete the British Council's Safeguarding online training prior to the assignment** (approx. one hour duration).

The British Council is committed to safeguarding of children, young people, and adults who we work with. We believe that all children and adults everywhere in the world deserve to live in safe environments and have the right to be protected from all forms of abuse, maltreatment and exploitation as set out in the Article 19, UNCRC (United Nations Convention on the Rights of the Child) 1989.

We expect all our Partners to adhere to Safeguarding standards and Principles while working with us.

## Expected Outputs

- Social Media Campaigns and Content Creation Training designed for the level of secondary school pupils.
- Facilitators Guide for trainers developed.
- Training Handouts for secondary school pupils developed.
- Evaluation questionnaire developed.
- Training of Trainers delivered.

## Location

The project is implemented in Mostar, Bosnia and Herzegovina. The Consultant is expected to travel to Mostar for the purposes of delivery of one Training of Trainers if he/she does not reside in Mostar. The rest of Consultant's work is home based work.

## Reporting

The Consultant is expected to work closely with British Council team. This includes a series of meetings so that the Consultant ensures that deliverables meet British Council's standards.

At the end of each month, the Consultant shall submit a timesheet with the number of days worked and brief description of the activities or tasks performed. The timesheet will be a base for payment along with an invoice, and it needs to be approved by the British Council. Timing of deliverables will be agreed with the project team.

## Requirements

Education:

- University degree in social or other sciences, and/or relevant work experience
- Any internationally recognised digital marketing qualification is desirable.

Language skills:

- Fluent in written and spoken English (minimum C1)
- Fluent in written and spoken B/H/S language

Professional Experience:

- Minimum 4 years of working experience in social media marketing.
- Expertise in utilising social media platforms to amplify campaign messages effectively.
- Demonstrable experience in delivering trainings and/or workshops.
- Demonstrable experience in developing training materials, guidelines, manuals etc.
- Proven track-record working on campaigns with civil society organizations on impactful campaigns would be an advantage.
- Experience of working with young people would be an advantage.

Other competencies:

- Excellent communication skills
- Experience of working in multicultural environments
- Experience of working in dispersed teams in collaborative manner; giving and receiving feedback
- Coordination skills and networking

## Application process

Applicants must send in English:

- **CV including references'** full name, job title, company name, email address and tel. number.
- **Cover letter** (max 2 pages) stating a) how they meet the qualifications and experience requirements, particularly examples from their professional career in both developing social media campaigns and delivery of the training of trainers. To showcase please include a link and details on the channels you developed/managed and their reach. b) to provide a brief outline – approach to the assignment.
- **Consultancy fee** as a lump sum amount. The proposed total fee shall be all-inclusive (i.e., inclusive of all taxes, gratuities, bank charges, costs required to perform the deliverables, local transportation and living costs etc.).

Note:

1. British Council considers Consultancy fee as output-based price regardless of any potential extension of contract duration due to changes in the project timeline.
2. British Council shall cover travel costs in economy class and hotel accommodation selected for the event during the Training of Trainers if Consultant does not reside in Mostar BiH.
3. British Council will publish a separate Terms of Reference for Social Media Trainers/Mentors on the project. If you are interested to be considered for Social Media Trainer/Mentor please express interest in the Cover letter. However, a formal application will be required in line with application requirements set in Terms of Reference for Social Media Trainers/Mentors.

Evaluation criteria:

British Council shall evaluate experience and qualification first and then the proposed Consultancy fee. British Council prefers a value for money approach and does not necessarily weight a lower price over a quality candidate.

Criteria	Percentage Weight
Demonstrable experience and qualifications for carrying out the assignment	40%
Proposed approach to assignment – Outline	40%
Price	20%

Background check:

The British Council has a legal obligation to ensure that we are not negligent in our recruitment practice. The robust screening of selected applicant will be undertaken, including Pre-Appointment Checks, Post appointment measures, Criminal Records Checks, in line with organisation's procedures and policy.

**Timeline:**

To apply please send your application to [british.council@britishcouncil.ba](mailto:british.council@britishcouncil.ba)

You will help us if you enter the Subject: Application – Spark Social Media Consultant

**Deadline for applying is Sunday, 4 August 2024, at 23:59 CET.**

Interviews are expected to take place in late July 2024.

Successful applicant should be ready to start working in early August 2024.

Only short-listed candidates will be contacted.