

Terms of Reference

Social Media and Content Creation Consultant, Serbia

| Role Information | |
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| Organisation | British Council, Serbia |
| Role | Social Media and Content Creation Consultant |
| Project title | Spark: Skilled Youth Empowered Communities, Serbia |
| Duration | Max 12 working days in total from October – November 2024 |
| Work model | Hybrid (Home based work & up to 5 days on a location in Serbia) |
| Report to | Project Lead |

Project description

Spark: Skilled Youth, Empowered Communities, Serbia, is the project implemented by the British Council from October 2024 - October 2025.

The project aims to create empowered communities of youth in Novi Pazar, Bujanovac and Presevo 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, boys and girls aged 14-18, will learn the principles and tools of project development and creating social media campaigns. Teams with the best ideas for activities relevant for their local community 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 in order to empower collaboration between diverse young people, and change in the local community.

About the 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 training materials

The Consultant is required to design Social Media Campaigns Training in English language for the level of secondary school pupils (aged 14-18) and to develop three sets of documents: Facilitators Guide for Trainers, Training Handouts for pupils, and an Evaluation questionnaire.

Social Media Campaigns Training for youth is planned to take place in form of workshops, on Saturday, over 10-week training duration in the period November 2024 – January 2025.

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 required to deliver Training of Trainers (ToT) to a group of up to 10 trainers, to develop Agenda of the ToT in cooperation with the British Council and incorporate revisions from the group work into Social Media Campaigns Training materials.

A face-to-face Training of Trainers of max duration three days will take place in October 2024 where training aims, principles of the training delivery and training materials content will be discussed.

3. Safeguarding

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

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 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.
- British Council's Safeguarding online training completed.

Location

The project will be implemented in Novi Pazar, Bujanovac and Presevo, Serbia.

The Consultant is expected to travel to Belgrade or other location where the Training of Trainers will take place. The rest of the Consultant's work is home-based.

Reporting

The Consultant is expected to work closely with the British Council team. This includes a series of meetings to ensure that the Consultant's 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 a 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 British Council 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 Serbian 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 of 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 per diems 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 at the location.
3. British Council will publish a separate Terms of Reference for Social Media Campaigns Trainers/Mentors on the project. If you are interested to be considered for 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 Campaigns Trainers/Mentors.
4. Consultant is required to use his/her own laptop for completion of tasks.

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 mina.kokot@britishcouncil.org

Please put: *Application for Social Media Consultant & Trainer – Spark* in the subject of the email.

Deadline for applying is Tuesday, 24 September 2024, at 23:59 CET.

The successful applicant should be ready to start working in early October 2024.

Only shortlisted candidates will be contacted.

Engagement on the advertised position is subject to receiving the final approval of the project and programme funds which are expected by mid-October 2024.