

## Terms of Reference

### Social Media and Content Creation Trainer/Mentor, Serbia

Role Information	
Organisation	British Council, Serbia
Role	Social Media and Content Creation Trainer/Mentor
Project title	Spark: Skilled Youth Empowered Communities, Serbia
Duration	Max 24 working days in total from November 2024 – June 2025
Work model	Face-to-face delivery of workshops. Online mentoring.
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

The British Council is seeking to create a pool of up to 10 Social Media and Content Creation Trainers who will also act as Mentors to selected project teams during the project implementation phase.

### 1. Delivery of workshops

**The Trainer is required to deliver Social Media Campaigns workshops in English and/or Serbian language to secondary school pupils scheduled on Saturdays at a location in Novi Pazar or Bujanovac/Presevo.**

**Some selected Trainers will also act as Mentors during implementation of youth projects.**

- Training is planned in form of workshops in max duration of two hours over 11 Saturdays from November 2024 – February 2025.
- Mentoring is required over 13 Saturdays from February – June 2025.

*This training will be complemented with Project Development and Management Training which is not the subject of this ToR.*

### 2. Participate in Training of Trainers

**The Trainer is also required to participate in the Training of Trainers (ToT) as part of the preparation for this role and contribute to finalisation of 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 and finalised.

### 3. Safeguarding

**The Trainer is required to complete a comprehensive British Council's Safeguarding online training as part of preparations for the role.**

The British Council is committed to the 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

- o All training modules of the Social Media Campaigns Training and mentoring completed within the agreed timeline and to British Council's standards.
- o British Council's Safeguarding requirements met throughout the assignment.
- o Progress reports.
- o Lessons learned shared with British Council.

## Location

The project is 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.

Ideally, Trainer/Mentor will reside in Novi Pazar, Bujanovac or Presevo, but we are willing to accept applications from those with strong profiles who do not.

## Reporting

The Trainer/Mentor is expected to work closely with British Council team. At the end of each month, the Trainer/Mentor 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 and frequency of Progress Reports 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 Serbian language

Professional Experience:

- Minimum 3 years of working experience in social media marketing
- Demonstrable experience in delivering trainings and/or workshops.
- Expertise in utilising social media platforms to amplify campaign messages effectively.
- 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:

- Creativity in creating content that inspires people to take action.
- 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.
- **Place of residence and mobile phone number** to include in CV.
- **Cover letter** (max 2 pages) stating how they meet the qualifications and experience requirements, particularly examples from their professional career in developing social media campaigns and delivery of the trainings. To showcase please include a link and details of the channels you developed/managed and their reach.

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. The consultancy fee is all-inclusive (i.e., inclusive of all taxes, gratuities, bank charges, costs required to perform the deliverables, local transportation and per diems etc.).
3. 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.
4. Consultant is required to use his/her own laptop for completion of tasks.

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](mailto:mina.kokot@britishcouncil.org)

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

**Deadline for applying is Tuesday, 1 October 2024, at 23:59 CET.**

The successful applicant should be ready to start working in 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.*