

TERMS OF REFERENCE

Selection of an Expert for **Social Media Management**

within the project “Media Watchdog: Monitoring for Ethical Reporting on Human Rights Violations” – Montenegro

Reference number: NDICI-THE-NEAR/2023/448-097/CEDEM/W/01



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1. BACKGROUND INFORMATION

The project titled “Media Watchdog: Monitoring for Ethical Reporting on Human Rights Violations”(hereinafter: Action), grant contract number: NDICI-THE-NEAR/2023/448-097, dated October 13rd October, 2023, implemented by the “Center for Democracy and Human Rights” (CEDEM) in partnership with the NGO “Sociological Center of Montenegro” (SOCEN), financially supported by the European Union, through the Delegation of European Union to Montenegro, and co-financed by the Ministry of Public Administration, developed with the overall objective to promote and foster accurate and ethical reporting on human rights violations in the media by exposing dis- and misinformation, holding media outlets accountable for inaccurate reporting, and providing training and support to media professionals. This overall objective will be reached through two specific objectives being: 1) to establish a monitoring and evaluation system to track the accuracy and ethics of media reporting on human rights violations, as well as processing cases of inaccurate and unethical reporting, and to use this data to hold media outlets accountable and advocate for improved reporting practices; and 2) to improve skills, knowledge and capacities of media professionals in terms of reporting on human rights violations, through developing and implementing a comprehensive training program, as well as establishing and promoting cooperation between media professionals and judiciary representatives.

The key stakeholder groups involved in the Action include media professionals, media outlets, judiciary representatives, students of journalism and legal sciences, and the general public in Montenegro. Consultations were held with these stakeholder groups to gather their perspectives, insights, and needs related to media reporting, human rights, and access to justice.

The expected outcomes of the Action are as follows:

- O1) Monitoring of the accuracy and ethics of media reporting on human rights violations, as well as processing cases of inaccurate and unethical reporting conducted;
- O2) A training program for media professionals on reporting on human rights violations developed and implemented, and
- O3) A culture of collaboration and mutual support between media professionals and judiciary representatives in terms of reporting accurately and ethically on human rights violations fostered.

OBJECTIVE, PURPOSE & EXPECTED RESULTS

1.1. Overall objective

The aim of the call is to engage expert of social media manager who will be responsible for developing and implementing the project's social media strategy, ensuring broad outreach and engagement with relevant audiences.

2. SCOPE OF THE WORK

2.1. General

The purpose of this contract is to engage an expert who will manage and enhance the project's digital presence through strategic social media engagement. The selected expert will be responsible for developing and executing a social media strategy aligned with the project's communication goals.

2.2. Specific Activities

The Social Media Manager will:

- (1) **Content Creation and Management** – Develop high-quality content, including text, graphics, videos, and to communicate project objectives, progress, and impact.
- (2) **Community Engagement** – Monitor and interact with followers, respond to inquiries, and facilitate meaningful discussions on social media platforms.
- (3) **Collaboration with Stakeholders** – Coordinate with project partners, media outlets, and other stakeholders to amplify messaging.
- (4) **Prepare Progress Reports** – Provide regular updates on social media performance, challenges, and recommendations for improvement.

(5) Methodology

The Social Media Manager will work in close cooperation with the project's team and stakeholders to ensure strategic and effective messaging. Deliverables will include:

- Weekly **content plans** including posts, visuals, and videos in accordance with the instruction of the project manager.
- A minimum of **three posts per month with the appropriate article** across relevant web platforms.

3. LOGISTICS AND TIMING

3.1. Location

Montenegro

3.2. Start date and period of implementation

The assignment is expected to last [specify duration, e.g. 12 months] from 1st December 2023 to 31st November 2024, with a possibility of extension based on project needs and performance. The expert will work on a freelance basis, with a flexible schedule agreed upon with the project team.

Payments for the deliverables will be made in a single installment, upon completion of the engagement period, and will be subject to a quality review, clearance, and acceptance by the project manager.

4. REQUIREMENTS

4.1. Social Media Manager(s) must fulfil the following requirements:

SMM Competencies, Experience, and Skill Requirements

- A university degree or certified course in the project related/similar field.

The ideal candidate should possess:

- At least **2 years of experience in social media management** (preferably in the context of EU projects, NGOs, or international organizations).
- Proven expertise in **content creation, digital marketing, and audience engagement strategies**.
- Strong understanding of **EU communication policies and visibility guidelines**.
- Excellent writing and editing skills in **English and Montenegrin**.
- Ability to work independently and **manage multiple tasks under tight deadlines**.

Personal qualifications:

- Ability to deliver when working under pressure and within changing circumstances;
- Consistently approaches work with energy and a positive, constructive attitude;
- Demonstrates strong oral and written communication skills;
- Evidence of ability to express ideas clearly, to work independently and in team;
- Ability to summarize and systematize complex information;

- Focuses on results and responds positively to feedback.

Language:

- Fluency in English and Montenegrin language.

4.2. Application Procedure:

Qualified and interested candidates are asked to submit their applications by electronic post to the address: info@cedem.me, as well as by ordinary post or hand delivery to:

Centar za demokratiju i ljudska prava (CEDEM)
Baku 74/III-6,
81000 Podgorica, Montenegro

including:

- Curriculum Vitae (PDF format) with relevant min 3 experiences and qualifications;
- Financial offer – lump sum

The subject of the email should be: CEDEM_ToR for SMM expert -_candidate's name.

The applicant must include a financial offer together with all other requested documents, taking into consideration the objectives of the assignment, the tasks to be performed and deliverables requested. Please note that the financial offer must include all costs with the maximum limit of: up to EUR 3.000,000 (gross total for 1 year or 12 months).

Deadline for submission the offers is 28. December 2023.

The contract will be awarded to the tender offering best price / quality ratio in accordance with the principles of transparency and fair competition and taking care to avoid any conflict of interest.