**BBC MEDIA ACTION**

**Terms of Reference**

**JOB TITLE: Freelance Communication Specialist & Content Producer**

**REPORTS TO: Senior Projects Manager**

**BASE: Tunis**

**Start date: August 15th**

**Duration: 4 months with possibility of extension**

**BBC Media Action**

BBC Media Action is the BBC’s international development charity. We use media and communications to help reduce poverty, address development goals, and support people to understand their rights. We do this through partnering with media, civil society, and others to produce creative programmes and other outputs which inform and engage audiences on key development issues. We also strengthen the media sector through building professional capacity and infrastructure of local media organisations in the countries in which we work.

Our North Africa operations are based in Tunis. From here we deliver a portfolio of media projects in Tunisia, Libya and Algeria, and work to ensure they are delivered on time, to the highest possible standard, and in accordance with BBC editorial values and BBC Media Action best practice.

**Overall Purpose of Job**

The Freelance Communication specialist & Content Producer role will be a key resource in running day-to-day digital activity and will be crucial in providing feedback on the effectiveness of strategy when put into practice. The Freelance Communication specialist & Content Producer will drive strategic media and communications efforts to deliver high quality storytelling products.

The Freelance Communication specialist & Content Producer develops and implements communication strategies, s/he takes responsibility for posting and producing content, including creation of original video and multimedia assets. The Communication specialist & Content Producer will also report, edit, and write original content for one or different media platforms.

**Main duties and accountabilities**:

1. Excellent audio-visual content for digital and social media production skills and Excellent social media skills
2. Offer a range of effective community management practices for the program’s social media platforms and groups
3. Ensure a high-quality technical design for videos and graphic design related templates, logos, frames and any other products that will be used to effectively enhance programming visibility, promotion and impact
4. Deliver high-quality copy/digital material under pressure and have a proven track record of originating creative and compelling stories to work across all relevant platforms
5. Edit photo, video and sound and create motion graphic videos and other creative formats of content.
6. Engage and interact with our communities across social platforms
7. Ensure that all content or language published adheres to BBC editorial guidelines
8. Produce Facebook Lives, upload content to a range of devices, including desktop, tablet and mobile
9. The role may also include writing and/or producing stories, blogs, features and video, and work on any new digital projects that the project launches
10. Handle other tasks as assigned by the SPM.

**Required skills, knowledge and experience:**

* Knowledge of/ interest in media & social Media landscape in North Africa
* Ability to plan and manage competing deadlines and priorities
* Excellent communication skills
* Strong coordination, logistical, and time management skills
* Proven editorial judgement and flair, with a track record of making sound decisions on matters of editorial sensitivity quickly
* Experience producing content for the web or social media
* Experience creating and implementing a communications strategy via social media
* A clear, fluent writing style and an ability to produce strong headlines, summaries, and promotional texts
* A strong visual sense, experience in picture research and image editing skills using Final Cut Pro or Photoshop
* Video editing skills and fluency in Adobe Premier or Final Cut Pro
* Demonstrated accuracy, attention to detail, and organizational and event planning ability
* Strong knowledge of social media best practices and the social media landscape
* Strong understanding of the BBC Media Action brand and editorial guidelines
* A deep understanding of the web and how best to promote content to an online audience
* Demonstrated knowledge of handling a range of activities and responsibilities while showcasing a set of skills when it comes to adjusting to donor requirements and tight deadlines

**How to apply:**

Interested candidates should submit their resume, cover letter, your daily rate and links to their previous works to procurement@tn.bbcmediaaction.org  by EOD Thursday 4th of August 2022, with reference ‘Freelance Communication specialist & Content Producer’.

* We are committed to equality of opportunity and welcome applications from individuals, regardless of age, gender, ethnicity, disability, sexual orientation, gender identity, socio-economic background, religion and/or belief. We will consider flexible working requests for all roles, unless operational requirements prevent otherwise.