“COMMUNICATION MANAGER ToR”

**Position title:** Communication Manager

**Mission country**: Libya with missions to Tunis and abroad

**Duration:**

**Project name and description**: Programmes of Expertise France in Libya

# Description of the mission:

The Communication Manager will play a strategic role in ensuring the communication and visibility of Expertise’s France projects in Libya; as such he/she will have the role to promote the projects’ activities among a wide array of targets, including the international community of technical assistances, Libyan authorities and counterparts, Libyan youth and entrepreneurs, local and regional media and the general public in Libya, Africa and Europe.

The position is to be filled in Tripoli, Libya, with frequent travels in Tunis and abroad.

**Main Tasks:**

* **Provide leadership and direction:**
	+ Oversee the overall communication strategy for Expertise France's projects in Libya.
	+ Propose, plan and execute specific project communication plans for each project and manage their communication budget.
	+ Manage and mentor the Communication Assistant, delegating tasks and providing guidance.
	+ Follow -up on projects assigned to the Communication Assistant to ensure timely task completion and quality control.

In coordination with the communication assistant, the communication manager will be responsible for:

* **Content Creation and Management:**
	+ Develop, manage, and disseminate a wide range of communication products, including leaflets, websites, videos, and newsletters in Arabic and English.
	+ Create, oversee, and review all communication tools (including printables and goodies) to ensure compliance with each project's graphic charter.
	+ Manage a network of subcontractors including web agencies, graphic designers, and event organizers in Libya and in Tunisia;
	+ Identify and create communication opportunities in close collaboration with the team.
* **Social Media Management:**
	+ Manage social media networks (Facebook, LinkedIn, YouTube, X and Instagram) including the largest community of entrepreneurs in Libya (+130,000 members).
	+ Design graphics for social media campaigns.
	+ Manage social media ad campaigns and ensure they achieve their required goals.
* **Stakeholder Engagement:**
	+ Manage relationships with a wide range of stakeholders in Libya and Tunisia, including high-level officials, prominent businessmen, and entrepreneurs.
	+ Ensure a smooth internal communication within Expertise France's team (30 persons).
	+ Coordinate communication activities with the EF HQ communication department, other related French institutions (AFD, French embassy, etc.), and project donors (e.g., European Union).
* **Media Relations and Visibility:**
	+ Maintain a good relationship with local and regional media outlets and journalists in Libya and the region.
	+ Write press releases in Arabic and English, ensuring dissemination to relevant media outlets and journalists.
* **Monitoring and Evaluation:**
	+ Provide monitoring and evaluation reports on project communication activities, including activity reports, web metrics, audience statistics, press coverage, etc.
* **Event Support:**
	+ Ensure communication and visibility of events and project activities.
	+ Design communication materials for events if needed, including roll-ups, posters, and banners.

# Deliverables

* Design a detailed communication action plan 2024-2025;
* Design and implement at least 3 communication campaigns per year;
* Website and social media feeds are up to date;
* Events and activities are well-communicated and covered by national and international press (if relevant);
* Up to 10 videos are released.
* Develop and disseminate quarterly digital newsletter for different projects.
* Up to 5 press releases are written and distributed per year.

# Qualifications and competences:

Profile

* Degree in communication, journalism business administration, entrepreneurship or a related field.
* Strong interest for international development, entrepreneurship, and digitalization.
* Proficiency with social medias and innovative communication tools trending in
* Libya;
* Ability to work in a multi-cultural environment
* Ability to work in team, coordinate with colleagues
* Important network among entrepreneurs or active young Libyans
* Fluent in English and in Arabic

# Additional information:

Time sheet: At the end of each month, the expert will present a timesheet which will be signed by the team leader.

# Language:

The working language of the programme and the language used in all reports and communications between the consultant and the team shall be English (UK spelling preferred). Arabic is also a requirement to be used in day-to-day activities

CONFIDENTIALITY

The consultant hereby undertakes to maintain confidentiality and not to disclose any information during and after the completion of the assignment with respect to all business matters of which he learns during his time with the programme and the outputs that are developed. Permission must be obtained from the programme before any publication.

**Selection Criteria**

**1. Academic Qualifications**

* **Education level:** Relevant degree in the field of intervention (e.g., Master’s, PhD). **(10%)**
* **Academic specialization:** Training or specialization directly related to the project. **(5%)**

**2. Professional Experience**

* **General experience:** Total number of years of relevant experience (e.g., minimum 10 years). **(15%)**
* **Specific experience:** Experience in similar projects (sector, geography, funding). **(20%)**
* **Key achievements:** Measurable impact of past projects (e.g., achieved results, innovations). **(10%)**

**3. Technical Skills**

* **Sectoral expertise:** In-depth knowledge in the required field (e.g., governance, peacebuilding). **(20%)**
* **Cross-cutting skills:** Project management, monitoring & evaluation, or negotiation skills. **(10%)**
* **Language proficiency:** Fluency in required languages (e.g., French, English, Arabic). **(5%)**

**4. Soft Skills and Personal Attributes**

* **Communication skills:** Ability to clearly convey ideas and work with multidisciplinary teams. **(5%)**
* **Resilience and adaptability:** Experience working in complex or fragile environments. **(5%)**
* **Leadership and teamwork:** Ability to effectively lead or collaborate within teams. **(5%)**

**5. Availability and Commitment**

* **Immediate availability:** Ability to start the assignment quickly. **(5%)**
* **Long-term commitment:** Motivation to fully invest in the mission. **(5%)**