

Environment and Sustainable Development Unit

Terms of Reference

Content Creator & Social Media Specialist

The Environment and Sustainable Development Unit (ESDU) at the Faculty of Agricultural and Food Sciences (FAFS) of the American University of Beirut (AUB) is an inter-disciplinary research and development center specialized in rural community development, local food systems and sustainable agriculture. For more than 20 years, ESDU has been promoting sustainable rural livelihoods across Lebanon through large community development projects. The unit focuses on participatory development and capacity building through knowledge management and sharing, appropriate technologies, and impact analysis with particular attention to smallholder farmers, women and youth in rural areas.

ESDU is seeking to recruit a full-time content creator & social media specialist with a minimum of 2-3 years of experience. He/she shall develop social media content and a range of other communication materials.

Scope of Work

The content creator & social media specialist will be primarily responsible for the following activities:

- Coordinate directly with the ESDU communication coordinator for the content creations, social media and communication responsibilities.
- Develop social media strategies, plans, campaigns & monthly calendars.
- Create and develop content such as graphics, illustrations, animation, websites visual layouts, videos, printing material, captions, write-ups, newsletter etc...
- Develop educational & promotional videos.
- Develop English and Arabic content for various social media & communication Platforms.

Essential Minimum Qualifications

- A relevant university degree (Graphic Design, Marketing, Digital Marketing, Communications, cinematography etc.)
- Minimum 2-3 years in graphic design & social media position
- Copy writing skills
- Excellent communication skills
- Excellent knowledge of Arabic and English
- Strong creative thinking skills and ability to think conceptually

Period

- 3 months from

How to Apply

- Deadline to submit CV: June 10, 2022
- Interested candidates should send their CV to: esdu@aub.edu.lb