

Environment and Sustainable Development Unit

Terms of Reference

Communication Consultant

The Environment & Sustainable Development Unit (ESDU) at the Faculty of Agricultural and Food Sciences (FAFS) of the American University of Beirut 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 through large community development projects sustainable rural livelihoods all over Lebanon. 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 the rural areas.

The Women Economic Participation (WEP) project is funded by the government of Canada through UNDP and aims to economically empower Lebanese and Syrian refugee women in Lebanon through long-term capacity building activities, focusing on supporting individuals and Coops/SMEs/Start-Ups. This project is being implemented in the Bekaa and the South by ESDU in partnership with ACTED, DOT, and ABAAD. In light of the current socio-economic crisis, this project aims at strengthening women's resilience by addressing the main gaps in the targeted value chains (fruits, vegetables & aromatics; handicraft; rural tourism; and freekeh). This is achieved through improving access to secure and sustainable incomes and livelihoods, as well as enhancing the capacities of stakeholders at institutional and community level to recognize women's specific needs and enact/support policy change to address them.

Within WEP, ESDU is seeking to recruit a Communication Consultant with experience in customer behavior related to rural communities and digital communication strategy. He/she shall support WEP's communication activities, lead research on customer behavior, and assist with the enactment of the digital communication strategy. He/she directly coordinates with ESDU communication team directly.

Scope of Work

- Conduct a research on the customer behavior and develop a research paper on communicating and marketing the products of the rural communities in the digital platforms accordingly
- Develop and document the digital communication strategy based on the conducted research

- Research and document the norms of the marketing linkages strategies in digital communications – based on the conducted research and the testing that was held in the research

Essential Minimum Qualifications

- A university degree in media and communication, marketing, or related field
- Minimum 5 years of previous job experience relevant to the function or a related field
- Experience with rural communities
- Excellent communication skills
- Excellent knowledge of Arabic and English languages
- Good reporting skills

Period

- 1 month from 1 April to 10 May 2022.

How to Apply

- Deadline to submit CV: Thursday 31 March
- Interested candidates should send their CV to: esdu@aub.edu.lb