Terms of Reference (ToR)
Social Media Content Creator and Digital Community Engagement Support – Forus

Forus is a global network of civil society organisations working to strengthen the role, capacity and influence of civil society around the world.

As we enter a new strategic cycle in 2026, Forus is focusing on strengthening the visibility, storytelling and influence of the network, amplifying the voices of its members and promoting positive narratives about civil society.

Social media and digital platforms play an important role in connecting the network, showcasing members' work, reaching strategic audiences and creating opportunities for dialogue and collaboration.

To strengthen its digital presence and community engagement, Forus is seeking dedicated support to develop its social media channels, improve audience interaction, amplify content from members and partners, and identify new opportunities to increase the reach and impact of its communications.

Objectives of the Collaboration

The objectives of this assignment **are to support the Forus communications team in strengthening its social media presence and building an engaged, active, multilingual and diverse online community.** *Member stories and communications assets will be developed with informed consent and attention to contextual risks, with publication agreed through Forus' review process.*

The main objectives are to:

- Strengthen Forus' presence, consistency and visibility across social media platforms.
- Increase audience engagement, reach and interaction, particularly among civil society organisations, national platforms, regional coalitions, partners, donors and other strategic audiences.
- Amplify the voices, initiatives and stories of Forus members and partners, encouraging greater interaction and visibility across the network.

- Develop and maintain relationships with relevant organisations, networks, influencers, institutions and other strategic accounts through social media.
- Identify new opportunities, formats and distribution approaches to increase the visibility and reach of Forus content.
- Monitor social media performance and use insights to continuously improve content, engagement and audience development using Hootsuite.
- Contribute to a positive, inclusive and hopeful digital narrative about civil society, countering negative perceptions and anti-NGO narratives.

Scope of Work

The consultant or agency will work closely with the Forus Communications Team to deliver the following:

Forus Audience Development, Reach and Distribution

- Develop templates to transform existing Forus products (reports, articles, podcasts, videos, interviews and events) into engaging social media formats, identifying opportunities to extend their reach and lifespan. We are particularly interested in graphic and video work (e.g. explainers, animations etc.)
- Identify opportunities to grow Forus' audiences organically and reach new strategic communities.
- Explore and test new formats and distribution approaches, including collaborations, tagging strategies, member takeovers, cross-posting and targeted content.
- Identify opportunities to connect social media content with broader advocacy moments, international events and relevant discussions with the creation of calendars.
- Support the effective promotion of Forus campaigns, events, publications and other priority products.
- Explore opportunities for targeted social media advertising and provide recommendations on how to use limited advertising budgets effectively, where appropriate.
- Prepare concise monthly updates highlighting key results, successful content, audience behaviour and areas for improvement.
- Identify trends and emerging conversations relevant to Forus and its members.

- Document successful approaches and lessons learned to inform the wider Forus communications strategy.
- Contribute to knowledge-sharing and exchanges with the Forus Communications Working Group where relevant.

SPECIFIC DELIVERABLES

- At least 3 new social media formats, engagement approaches or distribution strategies tested during the assignment.
- Day-to-day distribution and scheduling
- At least 10 social media content packages and reusable templates to facilitate the participation and amplification of Forus members in campaigns and initiatives.
- At least 3 format experimentation and testing based on the Forus Communications, Advocacy and Programmes teams.
- 5 monthly social media performance updates, including key metrics, analysis and recommendations for improvement.
- 1 final overview of results, lessons learned and recommendations for the continued development of Forus' social media presence and community engagement.

Duration and Modalities

The consultancy/support role **is expected to last for an initial period of five months, for 2 days a week,** with the possibility of extension based on performance, available resources and evolving needs.

The estimated budget for the assignment **is €5,000 for five months, including VAT** where applicable. The level of effort and working arrangements will be agreed with the selected consultant based on the scope of work and available resources.

The consultant is expected to work remotely and participate in regular coordination meetings with the Forus Communications Team. Translation, interpretation and paid advertising are covered separately from the consultancy fees.

Reporting Line

The social media and community engagement consultant will report to the Forus Communications Manager and work collaboratively with the Forus Communications Coordinator and other relevant team members.

Working with Forus

Working with Forus offers an opportunity to contribute to the communications and social media strategies of a unique, diverse, global civil society network at an important moment in its evolution.

Through this collaboration, you will:

- **Contribute to a global movement:** Work alongside a network connecting more than 24,000 civil society organisations across 124 countries, amplifying diverse voices, experiences and perspectives.
- **Shape a new strategic narrative:** Help bring Forus' 2026–2030 strategy to life through creative storytelling, fresh communications approaches and stronger external positioning.
- **Experiment and innovate:** Explore new formats, new technologies, tools and distribution strategies to make civil society stories more visible, accessible and impactful.
- **Work across diverse contexts:** Collaborate with colleagues, national platforms, regional coalitions and partners from different regions, learning from their experiences and expertise.

Profile and Qualifications

- Demonstrated experience in social media management, digital communications, community management or content creation.
- Experience creating engaging social media visuals and multimedia content using tools such as Canva and video-editing applications.
- Familiarity with social media scheduling, monitoring and analytics tools.
- Understanding of audience engagement, community-building and strategies to increase organic reach.
- Ability to identify relevant conversations, trends, organisations and accounts to engage with.
- **Fluency in English required; proficiency in French, Spanish and/or Portuguese is a strong asset.**
- Experience working with NGOs, civil society organisations, international networks or advocacy initiatives is desirable.

- Ability to work independently while collaborating with a geographically diverse team.
- Alignment with Forus' values and mission, with a commitment to inclusive, accessible and intersectional communications that respect and amplify diverse voices.

Budget

The total budget for this assignment is **€5,000 for five months**, including VAT where applicable.

Application Process

Interested candidates are invited to submit the following documents (in English, French or Spanish):

- CV.
- Portfolio or examples of previous social media and digital communications work.
- Short motivation letter responding to the following questions:
    - Design some social media assets to show your creativity and style that you think could fit Forus!
    - Can you share examples of social media content, campaigns or community engagement initiatives you have worked on, and what made them successful?
    - What new formats or approaches would you propose to help Forus increase its reach and engagement among members, partners and strategic audiences?

Please note that we value personal and original responses. While AI tools may be used for assistance, we ask candidates not to rely on AI-generated answers. We are interested in understanding your own thinking, creativity and practical experience. You can use various softwares and tools for the visual part.

Eligibility / contracting restrictions: This consultancy will be contracted under EU funding eligibility rules. As a result, Forus can only contract consultants/legal entities established in an EU Member State or in an eligible ODA recipient country. This means that Forus cannot accept proposals from legal entities established in (non-exhaustive list): the United States, the United Kingdom, Canada, Japan, or South Korea. Consortium

applications are welcome, but the contracting entity must be eligible and able to invoice Forus.

Applications should be sent to Forus Communications Manager Bibbi Abruzzini at bibbi@forus-international.org by December 15. Should you have any questions, feel free to reach out!