Terms of Reference
Social Media Specialist

Title: Social media Specialist

Name of Project: Grid-Connected Small Scale Photovoltaic Systems Project “Egypt-PV”

Place of work: 9 Hayat A’daa el Tadrees off Mosadaq Street, Dokki, Giza - Egypt

Contract Duration: 6 months

Contract Type: Individual Contract

Supervision: Project Manager

Deadline for Application: 15 February 2019

Background:
The objective of the project is to remove the barriers to increased power generation by small, decentralized, grid-connected PV systems. The project strategy builds on the planned Government initiatives to develop a market for small, decentralized renewable energy power generation by ensuring adequate returns on targeted private sector investments. The project will catalyze the development of decentralized, grid-connected small-scale renewable energy (RE) power generation market in Egypt and the solar PV in particular. The target is to facilitate the installation of new decentralized PV resulting in direct GHG reduction benefits of 66 kilo-tones of CO2eq during the lifetime of the project. Complementary indirect mitigation benefits are expected from the sustained market growth of the PV market after the project with estimated GHG reduction of about 0.6-0.7 million tons of CO2eq. The project is funded by the Global Environment Facility (GEF) and United Nations Development Programme (UNDP) acts as the GEF Implementing Agency. The project is executed by Industrial Modernization Centre (IMC) of the Ministry of Industry and Foreign Trade, which will assume the overall responsibility for the achievement of project results as UNDP’s Implementing Partner (IP). By the end of the project, the project seeks to establish a basis for sustainable market growth by:

- Supporting the design, purchase and installation of the first PV systems as an easily replicable model;
- Establishing an enabling policy and institutional and regulatory framework to provide the basis for sustainable market growth of small, decentralized RE (primarily PV) applications and for attracting adequate financing for the required investments;
- Strengthening the supply chain by building the capacity of the key supply-side stakeholders such as system designers, equipment vendors and installers to offer competitively-priced, good-quality products and services to the targeted stakeholders (including required after-sales services) and by introducing adequate quality control mechanisms to build up customer confidence and positive customer experiences of small, decentralized PV systems; and
- Facilitating the establishment of a financing framework and a network of local financial institutions to support the development of the decentralized PV market by providing long-term financing on attractive terms for PV investments and, as applicable, dedicated funds especially for those households which, without a previous credit history and/or required collateral, may face difficulties in convincing the banks of their credit-worthiness.
Objective:
The Social media Specialist will assist in developing a strategy campaign to gain visibility for Egypt-PV social media pages and will develop social media posts for Egypt-PV that will target the different stakeholders of the project and the public to disseminate the use of solar energy in Egypt and publish Egypt-PV projects’ success stories. The social media campaign will be developed through high-impact multimedia content including graphics, videos and other multimedia formats that effectively informs and engages external audiences and supports media and advocacy campaigns.

Scope of Work:
1- Social media management and content creation
   - Social media content of Egypt-PV is developed, under the direct supervision of Communication Specialist and PMU and aligned with the project stakeholders.
   - Weekly and monthly social media content management schedule
   - Conduct communication needs assessments, including social media insights reports
   - Develop high-impact social media content including graphics, videos and other multimedia formats that effectively informs and engages external audiences and supports media and advocacy campaigns.
   - Prepare social media announcements for all key events, dates, launches, etc and shared with stakeholders, where appropriate.
   - Actively engage with online audiences through social media channels

2- Developing social media and web content based on the material provided by the project
   - Identify and launch activities, approaches and platforms and partners

3- Website content management
   - The Social media specialist should update Egypt-PV website and maintain a web and social media calendar and content plans of content themes and all upcoming coverage schedules according to the calendar.
   - Providing input to the design of communications and media plans and their implementation.

4- Design layout and format printed and online communications materials
   - Develop info graphics using supplied data to present core messages and organize complex information into visual representations;
   - Design and create illustration, art-work, maps, tables, charts and other graphic elements for communication and promotional materials.
Working relationships:

The Social media specialist will have to work closely with all project officers on a daily basis. He/She will maintain close interaction with the communication officer and project staff.

Qualifications:

The candidate should have high level of integrity, accountability, and punctuality.

He/she should be a good team player.

Education: Bachelor Degree in communications, journalism, and public relations is an asset.

Experience: minimum of 2 years of similar work experience is required. Candidate should be able to work independently –with minimum supervision and guidance from supervisors;

Skills: Excellent written and oral English communication skills and proficiency are required;

Well proven and demonstrated creativity and highly engaging products;

Full access to latest design software, equipment and technologies;

Demonstrated and extensive social media experience is an added advantage;

He/she should have advanced working knowledge of MS Office (Word, PowerPoint, and Excel), Photoshop and Illustrator.

How to Apply: For the interested applicants, please e-mail your CV to: info@egypt-pv.org, sabdelwahab@egypt-pv.org and damin@egypt-pv.org.

The subject line of the e-mail should read “Egypt-PV_Social Media Specialist”

Applications are currently being accepted until the deadline of 15th of February 2020.