



INCLUSIVE DEMOCRATIC PARTICIPATION: ENHANCING EDUCATION, ENGAGEMENT, AND OVERSIGHT

Position	: Communication and Awareness Expert
Reports to	: Project Manager
Duty station	: Hybrid
Duration of contract	: 01-05-2025 till 30-12-2026

The Arab Center for the Development of the Rule of Law and Integrity (ACRLI) is a non-governmental, non-profit regional organization founded in 2003 by a group of legal experts, practitioners, and prominent public figures. ACRLI's mission is to promote and implement best legal practices in the areas of the rule of law and integrity, in alignment with international norms and standards. Its ultimate goal is to strengthen sustainable good governance for development across the Arab region.

ACRLI is currently implementing the "Inclusive Democratic Participation: Enhancing Education, Engagement, and Oversight in Lebanon" project, funded by the European Union, in partnership with the European Center for Electoral Support (ECES).

This project aims to promote civic engagement, strengthen democratic processes, and enhance good governance. This initiative seeks to empower diverse stakeholders—including civil society organizations (CSOs), policymakers, and marginalized groups—to foster inclusive decision-making and participatory governance. Through capacity-building, research, and advocacy, ACRLI aims to contribute to a more transparent, accountable, and democratic society.

Over a 24-month period, the project will focus on:

- ✓ Empowering CSOs to promote democratic education
- ✓ Improving electoral processes and advocating for legislative reforms
- ✓ Enhancing implementation and oversight to ensure accountability

The project will involve multiple activities, supported by a team of experienced professionals and experts. To support its implementation, ACRLI will hire a Communication and Awareness Expert to lead communication and public awareness efforts and support outreach activities all components of the project.

1. TASKS AND RESPONSIBILITIES

Under the guidance of the Chief Technical Advisor and the Project Manager, the Communication and Awareness Expert will be responsible for designing, managing, and implementing the awareness campaign plan. More specifically, he/she shall undertake the following tasks:

1.1- Elaborate a detailed communication plan in coordination with the project management team and in deep consultation with the assigned Project's experts namely the election expert and the advocacy expert.

The communication strategy shall include, not limited to, the following:

- Identification of the target groups of the awareness campaign;
- Development of the messages to be circulated throughout the awareness campaign,
- Identification of the media and the social media networks to be reached;
- Development of the detailed action plan and timeframe for implementation of the activities to be conducted within the awareness campaign.

The Outreach/Communication Expert should ensure that all messages, documents and strategies are evidence-based, drawn from field experience and assessments, of high quality and effective, and are approved by the project management team.

1.2- Implement the communication strategy and conduct the awareness campaign activities. Moreover, the Outreach/Communication Expert shall undertake, but not limited to, the following activities:

- Ensure the media coverage of the project activities, such as and not limited to:
 - a. The various training sessions, workshops, conferences and events to be organized within the project;
 - b. The various awareness and advocacy activities to be implemented within the project;
 - c. The official visits and advocacy visits/meetings between the project's team/experts and the decision makers.
- Ensure comprehensive media coverage of the national conference presenting the finalized legal assessment and key recommendations. This may include organizing a press conference, issuing press releases, securing TV coverage, and disseminating event highlights across television and digital platforms.
- Produce 2 Vox pops featuring short interviews with everyday people to capture public opinion on democratic values practices, civic participation, and related practices. These Vox pops will be posted on the project's social media platforms.
- Produce a wrap-up video showcasing success stories and providing a brief overview of all project activities and events. This video will also be shared across the project's social media channels.
- Conduct a series of 12 educational sessions targeting youth at Universities and public spaces at local level such as municipalities and community centers.
- Conduct 12 awareness sessions targeting active NGOs, voters and public in general, to encourage inclusive participation and emphasize the importance of participation and oversight responsibilities.

1.3 - Develop awareness materials including brochures, posters, roll-ups, and campaign slogans to support outreach efforts and promote key project messages.



- 1.4- Ensure the visibility of all the project’s activities and outputs through a strategic communication and outreach plan, including:
- Develop and manage at least two dedicated social media platforms for the project.
 - Lead Regular quality posting on ACRLI social media channels covering all project events and outputs.
 - Provide high-quality photos and engaging written content for events and trainings, and other project-related activities.

1.5- Ensure proper documentation and reporting on all communication aspects of the project’s activities. Provide regular reports summarizing communication activities, coverage, and progress in line with the project’s milestones.

- 1.6- Collaborate with the project team members:
- Work closely with the graphic designer, the advocacy expert and the election expert, and other project team members to ensure smooth implementation of project activities.
 - Participate in team meetings and contribute to the development of work plans and deliverables.

2 QUALIFICATIONS AND COMPETENCIES

- Advanced degree in communication, or in any other related field.
- At least 5 years of experience in content creation and social media portfolio management.
- Extensive experience in the strategic design and implementation of awareness, and outreach campaigns.
- Excellent understanding of communication and information needs, media and campaigning activities.
- Skills in developing analytical and informative material.
- Excellent written and oral communication skills, public speaking skills, interpersonal, analytical and negotiation skills.
- Proved experience in working with international organizations and NGOs.
- Ability to meet deadlines and manage multiple tasks effectively.
- Excellent knowledge of Arabic (reading, writing, and speaking).

3 TIMEFRAME

The above tasks and responsibilities shall be performed over a period of 60 working days extending from 01/05/2025 till 30/12/2026.