

TERMS OF REFERENCE (ToR)

LACU – Local Awareness and Community Unity

1. Position Title

Media and Communications Specialist

2. Duty Station

Syria, with travel to target locations as required.

3. Reporting To

The Media and Communications Specialist will report to the **Project Manager/Programs Manager** and work closely with the LACU project team, Capacity Development Expert, Advocacy Consultant, MEAL team, municipal councils, CSOs/CBOs, technical experts and project focal points.

4. Background

Since 2013, LACU has supported local governance reform in Syria through assessments, capacity building, and civic engagement. This work highlights persistent challenges faced by municipalities operating in fragmented environments.

5. Purpose of the Assignment

The purpose of this consultancy is to strengthen the project's communication and media capacity and support participating municipal councils and local civil society actors to communicate effectively with citizens, stakeholders and relevant audiences.

The Media and Communications Specialist will:

- Strengthen municipal communication capacities.
- Support councils to communicate services, priorities, consultations and results.
- Develop accessible and audience-appropriate communication materials.
- Support awareness and uptake of the CONSUL digital participation platform.
- Document project activities, achievements, human stories and lessons learned.

- Support public communication around community engagement and service delivery.
- Strengthen CSO/CBO communication and outreach capacities.
- Develop media and digital content around local recovery and economic revitalisation.
- Support communication and visibility of inter-municipal learning and coordination.
- Establish practical communication and documentation systems that can continue beyond the project.

6. Scope of Work and Key Responsibilities

6.1 Media and Communications Assessment

In coordination with the Capacity Development Expert and LACU project team, the specialist will:

1. Review relevant project documents, municipal Capacity Development Plans, community engagement approaches and existing communication mechanisms.
2. Assess the communication capacity and needs of target municipal councils.
3. Review existing communication channels used by councils and community actors.
4. Identify communication gaps affecting citizen participation, accountability and access to information.
5. Identify priority audiences and their preferred communication channels.
6. Assess existing capacities for producing written, visual, photographic and digital content.

6.2 Municipal Communication Capacity Building

The specialist will provide practical training, coaching and mentoring to municipal councils on: Strategic communication, Public information, Communicating municipal decisions and other related topics.

6.3 Digital Participation Communication

The specialist will work with the digital transformation team to support public awareness. The specialist will support the development of communication materials explaining digital participation

6.4 Communication for Service Delivery and Local Recovery Projects

The specialist will support communication around small-scale service delivery interventions

6.5 Advocacy and Media Support

In coordination with the Advocacy Consultant, the specialist will support communication of agreed advocacy priorities.

6.6 Media Relations and External Communication

Where appropriate, the specialist will support LACU and municipal councils to: Identify relevant media outlets, Develop media contact lists, Prepare press releases, Document relevant media engagement.

7. Key Deliverables

No.	Deliverable			Description
1	Inception Workplan	Report and		Methodology, workplan, communication approach and coordination arrangements
2	Communication Assessment	Capacity		Assessment of communication capacity and gaps in target councils
3	Municipal Plans	Communication		Council-specific communication plans linked to municipal priorities
4	Communication Materials	Training		Practical materials, templates and exercises
5	Municipal Training and Coaching	Communication		Training, mentoring and hands-on support

7	Digital Participation communication Package	Awareness, outreach and user-information materials
8	Service Delivery Communication Products	Materials documenting and explaining local service interventions
9	MEAL/Results Communication Products	Infographics, public reporting materials and results stories
10	Media Engagement Outputs	Press releases, media briefs, interviews and media monitoring
11	Final Communications Report	Consolidated results, outputs, lessons learned and recommendations

8. Expected Results

By the end of the consultancy:

- Target municipal councils have improved capacity to communicate with citizens.
- Municipal councils have practical communication plans and tools.
- Citizens have improved access to information about municipal priorities, services and participation opportunities.
- CONSUL is supported by effective public awareness and communication activities.
- Community consultations and dialogue activities are effectively communicated.
- Service delivery interventions are documented and communicated to communities.
- CSOs/CBOs have strengthened communication and outreach capacities.
- Women- and youth-led organisations have improved their ability to communicate their initiatives and results.
- Project achievements and community experiences are documented through high-quality stories, case studies, photographs and videos.
- Inter-municipal learning and good practices are documented and disseminated.
- Verified MEAL findings are translated into accessible public communication.

- LACU has a stronger and more systematic media and documentation system for the project.

9. Methodology

The specialist will apply a practical, participatory and learning-by-doing methodology.

The assignment should combine:

- Communication capacity assessments.
- Training.
- Coaching and mentoring.
- Practical content development.
- Joint development of communication plans.
- On-the-job support.
- Field documentation.
- Storytelling.
- Digital communication.
- Media engagement.
- Review and feedback.

10. Duration

The consultancy will be implemented throughout the relevant activities implementation period, with the exact level of effort agreed with LACU based on the approved workplan.

11. Required Qualifications and Experience

Education

Advanced university degree in:

- Media and Communications.
- Journalism.
- Public Relations.
- Digital Media.
- Communications for Development.
- Marketing Communications.
- Mass Communications.
- Or another relevant field.

Professional Experience

The specialist should have:

- At least **7 years of relevant professional experience** in media, communications, journalism, strategic communications or a related field.
- Demonstrated experience developing communications strategies.
- Demonstrated experience producing multimedia content.
- Strong experience in storytelling and documentation.
- Experience developing digital and social media content.
- Experience working with civil society organisations and/or local authorities.
- Experience providing communications training and coaching.
- Experience in community engagement or development communications is highly desirable.
- Experience in Syria or conflict-affected contexts is highly desirable.
- Experience communicating governance, development, recovery or humanitarian programmes is an advantage.

Technical Skills

The specialist should demonstrate skills in:

- Strategic communications.
- Social media.
- Digital communications.
- Photography.
- Video production.
- Graphic/visual communication.
- Storytelling.
- Interviewing.
- Press releases and media materials.
- Public information.
- Communication planning.
- Audience analysis.
- Content calendars.
- Results communication.
- Basic data visualisation/infographics.

Knowledge of digital participation platforms and e-governance communication is an advantage.

Language

- Excellent Arabic communication and writing skills.
- Good English language skills for technical documentation and coordination.

12. Safeguarding, Inclusion and Ethical Standards

The specialist will comply with LACU's safeguarding, PSEA, confidentiality, data protection, code of conduct and relevant organisational policies.

13. Ownership of Materials

All communication strategies, content calendars, templates, photographs, videos, stories, case studies, communication tools, reports, training materials and other products developed under this assignment will be considered project deliverables and will remain the property of LACU.

The specialist will provide editable/source files for communication products where applicable to facilitate continued use by LACU and participating municipal councils.

How to Apply:

Interested candidates are invited to submit their application through the following link:

[\[Application Link\]](#)