Full time social marketing assistant

Context of the project

Violence against women is a global phenomenon; however, states and societies deal with it differently. Numerous actions have been taken at all levels to prevent and address GBV but the lack of coherent policies, strategies and programs on how to respond to this problem and related multi-sectoral consequences shows that much work has to be done to resolve the series of difficulties that GBV survivors face, particularly in public space/s that are considered by social construction of gender as men’s space.

Preventing women from accessing public spaces in their variety will deprive them of enjoying their rights in general, like the right to education (school, university), right to health and reproductive health (hospital, health center); right to work (workplace), and right to economic participation as a whole, private or public sector and right to political participation or just right to freedom of movement as a fundamental human right: go where we want when we want.

The project which covers two countries namely in Tunisia and Morocco is seeking to address the issue of gender-based violence (GBV)/Violence against women (VAW) in public spaces with focus on universities, through the following specific objectives and related activities:

1. Building/strengthening national and regional capacity on innovative methodology and tools in action research to produce knowledge and related evidence on GBV in public spaces.
2. Creating a GBV Virtual Resource Center as e-platform of sharing knowledge and experiences
3. Facilitating change and development of new areas of policy, in order to tackle GBV and sexual harassment in public spaces through evidence based advocacy interventions.

Social Marketing Job Purpose

Under the authority of CAWTAR’s Executive director, in collaboration with the Head of Knowledge Management Department and in coordination with CAWTAR team members, the full time social marketing assistant is expected to combine marketing and social media management skills to architect and enhance CAWTAR’s presence in social media, through interacting with target audiences, creating innovative social media strategies and campaigns and promoting interactive and engaging content, as well as expanding opportunities including for Resource Mobilization.

Social Marketing Job Duties

S/he is expected to work under the direct supervision and authority of the CAWTAR’s Executive Director, in collaboration with CAWTAR’s team and units: His/her main tasks are as herewith described but not restricted to:
- Develop social marketing and external relations strategy to demonstrate CAWTAR’s legitimacy, credibility and value as well as its connections with its society/ies and grassroots in the region and obvious impact on improvement of women status and situation, empowerment and achievement of Gender Equality impact.
- Develop a framework combining CAWTAR’s first-hand experience, from one part, with peer-learning across its global and regional networks, from the other part, to offer new insights and solutions that are relevant in different contexts, for CAWTAR’s Strategic Planning.
- Establish a mapping of potential donors and partners as well as “clients” among the international, regional and national institutions and organizations,
- Act as a sentinel to seize new projects opportunities and challenges, assess/discuss with potential partners and consortiums and develop proposals or contribute to, accordingly.
- Support overall marketing with a view to mobilize unrestricted funding and funds from non-traditional sources, e.g. corporations;
- Propose and support implementation of social marketing campaigns/interventions starting with GBV borrowing from commercial marketing techniques for the purpose of social engagement–influencing target audiences to change their social behaviors to benefit from and to the benefit of the society as a whole.
- Grow and expand CAWTAR social media presence into new social media platforms, plus increase presence on existing platforms including Facebook, YouTube, LinkedIn, Twitter, and Instagram and any other of the CAWTAR platforms/websites to be used not only for the purpose of building online communities but also to generate “publicity” for social marketing campaigns.
- Ensure CAWTAR consistency in marketing and social media messages by working with various CAWTAR team members, including advertising, project development, and management
- Contribute to increasing traffic on CAWTAR’s websites and collect target audiences/clients data and analyze interactions and visits, plus use this information to create comprehensive reports and improve future marketing strategies and campaigns
- Create marketing and social media campaigns, consistent with CAWTAR strategies and interventions and support enhanced efficiency of its people-centred advocacy campaigns;
- Create and distribute engaging written or graphic content in the form of e-newsletters, web page and blog content, or social media messages.
- Assess and monitor activity of competitors;
- Contribute to a culture of information sharing and organizational learning in social marketing and communications
- Provide training and guidance to social media and marketing to CAWTAR team members on social media implementation, best practices and strategies;
- Any other emerging tasks.

**Social Marketing Skills and Qualifications**

- Master degree in Marketing or equivalent professional qualification;
- 3-5 years working experience in marketing and/ or related field of Social Media/networks Management;
- Experience in all aspects of implementing and maintaining marketing strategies;
- Technical marketing skills and sound understanding of marketing principles;
- Knowledge and proven experience in new social media and online marketing;
- Proven experience in customer/donor relationship management and market research;
- Relevant knowledge on marketing data analysis;
- Good understanding of the development challenges in the Arab States Region and trends in social marketing and fundraising;
- Fully conversant with ICT and office applications and experience with relevant software applications and Major Social Media Platforms;
- Master Arabic, French, English will be an asset.

**Relevant Competencies**

- Excellent collaboration and team work;
- Excellent written and communication skills including oral for different audiences;
- Formal presentation skills (for various sectors and donor audience);
- Persuasiveness and ability to conceptualize and present ideas in a clear and convincing manner;
- Ability to deliver under pressure and to multi-task;
- Self-Motivated, good judgement, creativity, innovation and ability to take initiative and to situate actions within a value-based and grant funded organization like CAWTAR;
- Content Creation, Copywriting, Graphic Design, Web Design and Strategy, Data Collection and Analysis with attention to Detail.

On the basis of this broad TORs an individual operating plan with specific deliverables within the team and organizational work plan will be agreed with the supervisor.

**Time frame**

The contract will be for 1 year with a three months’ probation period and possibility for extension.

Application deadline: 31 March 2019

**Interested applicants should send their applications to the following mail or email address:**

Centre of Arab Women for Training and Research / CAWTAR  
Call **Full time social marketing assistant**

Postal Address: P.O. Box No:105 1003 Cité El Khadra  
Tunis- Tunisia registry@cawtar.org

Please put in the subject: **Full time social marketing assistant**