

Terms of Reference

Content Creator

1. Background

ActionAid is an international non-governmental organisation, working with disadvantaged and marginalised social groups in 45 countries, including Haiti. ActionAid has been working in Haiti since 1997 with local organizations, strengthening agriculture, women's leadership and humanitarian and emergency response. ActionAid Haiti intervenes in 5 regions of the country (Center, West, South-East, South and Grand'Anse) through local partners, implementing projects supported by Child Sponsorship funds, ActionAid affiliated countries and external donors. The country program work is in line with Feminist Principles and the Human Rights-Based Approach (HRBA) set by the Federation, focused on women's rights, food security, the development of economic initiatives for women and young people, and the management of sudden onset disasters. The strategic objectives are: *(1) strengthen economic resilience and innovative agricultural initiatives for rural women and youth; and (2) increase the preparedness and response capacity of ActionAid and its partners in humanitarian action.*

ActionAid is looking for a Content Creator to create and deliver inspiring content across its range of digital channels to increase engagement with AAH audiences and stakeholders.

2. General task

The Content Creator will ensure the delivery of ActionAid's message using its communication guideline and digital content strategy.

3. Key responsibilities

The Content Creator will:

- Create inspirational, informative and engaging content: photos, videos, fact sheets, etc.;
- Create graphics, edit photos and videos using AAH bank of content to be used across all of the ActionAid Haiti digital channels;
- Lead the day-to-day management of the digital channels: Facebook, Instagram, X, LinkedIn and Webpage;
- Proof read and check information before posting;
- Plan and set a posting calendar based on the context;
- Develop creative ideas, suggest innovative ways of delivering digital content;
- Monitor the digital channels and keep inform the office about the digital marketing trends;
- Respect policies and procedures;
- Act responsibly with confidential information;

4. Profile

- Proven experience in content creation and digital channel management;
- Experience in developing and managing social media campaigns across channels such as Facebook, X, LinkedIn and Instagram;
- Experience in editing video clips/photos to create content;
- Proficiency in Creole, French and English (writing skills are a plus);
- A keen eye for details and be creative;
- The capacity to work independently and collaboratively;
- The Ability to work efficiently without compromising quality or accuracy, considering the context of the country.

5. Please submit proposals by Friday, January 19, 2024 to: fabine.mentor@actionaid.org, info.haiti@actionaid.org and elizabeth.richard@actionaid.org.

Working with ActionAid

ActionAid does not portray people as helpless or powerless. Where possible we show individuals or groups of people actively solving their own problems to reflect our rights-based approach. We are honest in our portrayal of individuals and would never construct a scenario or change a person's story in a way that misrepresents their lives. We bear witness to the reality of need created by poverty, injustice or crisis ActionAid's imagery is a true representation of real-life events. We work with women and girls whose lives can be extremely challenging and through our photography and video we convey the urgency of their situation. While we do this, we must always uphold ActionAid's safeguarding protocol. Full and informed consent must be gathered from every person in advance, or from a parent or guardian if the person is under 18. This consent can be either a signed consent form or filmed verbal consent. ActionAid also obscures the identify of all survivors of sexual violence if we record this as part of their case study (Safeguarding Guidelines will be provided before the contract signing).