



# Terms of Reference

**Title:** Social media consultancy

**Version date:** 1<sup>st</sup> October 2024

**Grant code:** WLT/24/01

## 1. Introduction

The Tanzania Forest Conservation Group (TFCG) is a leading national NGO dedicated to reducing poverty in rural communities and conserving Tanzania's globally significant forests. Over the years, TFCG has successfully conserved thousands of hectares of forest and improved the lives of hundreds of thousands of people. In our 2023 strategic planning process, enhancing our social media engagement was identified as a key priority for strengthening communication and supporting resource mobilisation. This consultancy will also collaborate with our UK and US-based fundraising partners, the African Rainforest Conservancy (ARC) and the African Rainforest Trust (ART).

## 2. Objectives of the Consultancy

The consultancy aims to:

- Develop and implement a comprehensive social media strategy aligned with TFCG's mission.
- Increase the visibility of TFCG's projects through targeted campaigns.
- Grow and engage TFCG's online community to deepen supporter connections and attract new audiences.
- Build the capacity of TFCG to sustain and enhance its social media presence.

## 3. Scope of Work

The consultant will undertake the following tasks:

### 1. Assessment & Analysis

- Review TFCG's current social media presence across platforms (X, Instagram, LinkedIn, WhatsApp, YouTube).
- Identify key performance indicators (KPIs) and set targets in collaboration with the TFCG Executive Director, linked to the 2025 fundraising campaign.

### 2. Strategy Development

- Create a detailed social media strategy, including platform-specific plans for X, Instagram, LinkedIn, WhatsApp, and YouTube.
- Define target audiences, messaging, content themes, and tone of voice.
- Develop a content calendar to ensure consistent and strategic posting.

### 3. Content Creation & Management

- Mentor the TFCG Communications Team in producing high-quality, engaging content (posts, images, videos) in consultation with project managers and the Executive Director.
- Guide the team in crafting compelling narratives that highlight TFCG's impact and beneficiaries.
- Support the team in managing and scheduling posts for regular updates.

### 4. Community Engagement

- Mentor the team to monitor and respond to social media interactions in a timely and appropriate manner.
- Foster dialogue with supporters and stakeholders to cultivate a vibrant online community.
- Identify and engage influencers, partners, and advocates to amplify TFCG's reach.

### 5. Campaign Management

- Design and execute a social media campaign for TFCG's and its partners' 2025 Q1 fundraising efforts.

### 6. Monitoring & Reporting

- Track and analyze social media metrics to evaluate the effectiveness of strategies.

- Provide regular performance reports (monthly and quarterly) with insights and recommendations for improvement.

## **7. Capacity building**

Build the capacity of at least three TFCG staff to develop and execute a successful social media and fund-raising campaign.

## **5. Duration of Assignment**

The consultancy will require approximately 150 hours over a 12-month period, with potential for extension based on performance and funding availability.

## **6. Consultant Qualifications**

The ideal consultant will have:

- Proven experience in social media strategy and management, preferably within the non-profit sector.
- Expertise in social media platforms, tools, and analytics.
- Strong communication and writing skills, with the ability to create engaging content.
- Experience with design and video editing tools (e.g., Canva, Adobe Creative Suite) is an advantage.
- Ability to work independently and meet deadlines.
- Fluency in English (Swahili is a plus).

## **7. Reporting and Communication**

The consultant will report directly to the TFCG Executive Director. Regular meetings will be scheduled to discuss progress, review reports, and address any challenges or changes in direction.

## **8. Payment Terms**

Payment terms will be negotiated based on the consultant's experience and the scope of work. Payment will be made upon completion of specific deliverables.

## **9. Application Process**

Interested consultants should submit:

1. A proposal outlining their approach, including a work plan and timeline.
2. A portfolio of relevant past social media projects.
3. A detailed CV highlighting experience.
4. A financial proposal with expected fees.

## **10. Submission of Proposals**

Proposals should be submitted electronically to [applications@tfcg.or.tz](mailto:applications@tfcg.or.tz) indicating 'TFCG – Social Media Consultancy' in the subject line and addressed to the Executive Director of the Tanzania Forest Conservation Group. The closing time for receipt of applications is 21<sup>st</sup> October 2024 at 17:00 local time in Tanzania.

## **11. Evaluation Criteria**

Proposals will be evaluated based on:

- Quality and relevance of past work.
- Consultant qualifications and experience, including in capacity building.
- Understanding of the NGO sector and TFCG's mission.
- Proposed methodology.
- Financial proposal and value for money.

This consultancy is open to Tanzanian and non-Tanzanian consultants and can be implemented online from overseas without physical visits to TFCG.

This Terms of Reference outlines the requirements and expectations for the Social Media Consultant role at TFCG. We look forward to receiving proposals from qualified individuals who are passionate about using social media to drive social change and support our mission.