

## Terms of Reference

### Social Media Trainer/Mentor, Bosnia and Herzegovina

Role Information	
Organisation	British Council, Bosnia and Herzegovina
Role	Social Media Trainer/Mentor
Project title	Spark: Skilled Youth Empowered Communities, Mostar BiH
Duration	Max 15 working days in total from 1 September 2024 – 31 March 2025)
Work model	Face-to-face delivery of workshops on Saturdays & participation at ToT
Report to	Project Lead

### Project description

*Spark: Skilled Youth Empowered Communities, Mostar BiH* is a project funded and implemented by the British Council in Bosnia and Herzegovina in the period May 2024 - March 2025.

The project aims to create empowered communities of youth in Mostar by developing their skills in creating projects and social media campaigns on topics of their interest, and implementing them with support of trainers/mentors and CSO.

In a series of workshops, secondary school pupils, boys and girls of age 14-18, will learn the principles and tools of project development and creating social media campaigns. Teams with the best ideas will be awarded small-scale grants and mentorship for their implementation.

The project also provides grant to CSO to support youth projects and to create some of its own which will empower collaboration between diverse young people, and change in the local community.

### About British Council

The [British Council](#) is the UK's international organisation for cultural relations and educational opportunities. It supports peace and prosperity by building connections, understanding and trust between people in the UK and countries worldwide. British Council celebrates 90 years in 2024. The British Council is committed to policies and practices of equality, diversity, and inclusion across everything we do, and we want to encourage applicants from under-represented groups to apply.

## Scope of Work

British Council is seeking to create a pool of up to five Social Media Trainers with an opportunity to extend their engagement as Mentors to selected project teams during projects implementation.

### 1. Delivery of workshops

**The Trainer is required to deliver workshops in B/H/S language to secondary school pupils every Saturday at a location in Mostar.**

The Social Media Campaigns Training is planned to take place in form of workshops, once a week, over 15-week training duration. This training will be complemented with Project Development and Management Training which is not subject of this ToR.

### 2. Participate in Training of Trainers

**The Trainer is also required to participate in the Training of Trainers (ToT) as part of preparations for the role.**

A face-to-face Training of Trainers in duration of max 3 days will take place in September 2024, and will serve the team of trainers to learn more about the project aims, to agree on the principles of the training delivery, learn and discuss training content and offer comments on the Social Media Campaigns and Content Creation Training materials.

### 3. Safeguarding

**The Trainer is required to complete a comprehensive British Council's Safeguarding online training as part of preparations for the role.**

The British Council is committed to safeguarding of children, young people, and adults who we work with. We believe that all children and adults everywhere in the world deserve to live in safe environments and have the right to be protected from all forms of abuse, maltreatment and exploitation as set out in the Article 19, UNCRC (United Nations Convention on the Rights of the Child) 1989.

We expect all our Partners to adhere to Safeguarding standards and Principles while working with us.

### 4. Mentorship

**If agreed between Trainer and British Council, Trainer can extend his/her assignment to mentorship of selected project teams of pupils.**

Mentorship is planned to take place in form of regular meetings with project teams during projects implementation in the period January – March 2024.

## Expected Outputs

- All training/mentoring modules of the Social Media Campaigns and Content Creation Training completed within the agreed timeline and to British Council's standards.
- British Council's Safeguarding requirements met throughout the assignment.
- Progress reports.
- Lessons learned shared with British Council.

## Location

The project is implemented in Mostar, Bosnia and Herzegovina. If the Trainer does not reside in Mostar, he/she is expected to travel to Mostar for the purposes of delivery of workshops on Saturdays and to participate in one Training of Trainers event in Mostar at the beginning of the assignment.

## Reporting

The Trainer/Mentor is expected to work closely with British Council team. At the end of each month, the Trainer/Mentor shall submit a timesheet with the number of days worked and brief description of the activities or tasks performed. The timesheet will be a base for payment along with invoice, and it needs to be approved by the British Council. Timing of deliverables and frequency of Progress reports will be agreed with the project team.

## Requirements

Education:

- University degree in social or other sciences, or equivalent work experience
- Any internationally recognised digital marketing qualification is desirable.

Language skills:

- Fluent in written and spoken English (minimum C1)
- Fluent in written and spoken B/H/S language

Professional Experience:

- Minimum 3 years of working experience in social media marketing
- Demonstrable experience in delivering trainings and/or workshops.
- Expertise in utilising social media platforms to amplify campaign messages effectively.
- Proven track-record working on campaigns with civil society organizations on impactful campaigns would be an advantage.
- Experience in working with secondary schools' pupils would be an advantage.

Other competencies:

- Creativity in creating content that inspires people to take action.
- Excellent communication skills
- Experience of working in multicultural environments
- Experience of working in dispersed teams in collaborative manner; giving and receiving feedback
- Coordination skills and networking

## Application process

Applicants should send in English:

- **CV including references'** full name, job title, company name, email address and tel. number.
- **Cover letter** stating how they meet the qualifications and experience requirements, particularly examples from their professional career in developing social media campaigns (to showcase please include a link).

Note:

Trainer/Mentors will be offered a competitive daily fee rate and will be paid for the days they actually work.

Background check:

The British Council has a legal obligation to ensure that we are not negligent in our recruitment practice. The robust screening of selected applicant will be undertaken, including Pre-Appointment Checks, Post appointment measures, Criminal Records Checks and all in line with HR recruitment policies and procedures and the PAS policy.

Timeline:

To apply please send your application to [british.council@britishcouncil.ba](mailto:british.council@britishcouncil.ba)

You will help us if you enter the Subject: Application – Mostar Trainer/Mentor

**Deadline for applying is Sunday, 4 August 2024, at 23:59 CET.**

Interviews are expected to take place in mid-August 2024.

Successful applicant should be ready to start working in the first week of September 2024.