



## **TERMS OF REFERENCE**

### **Media/Social Media Assistant for the WFD project in the Philippines**

Title:	<b>WFD – Global Election Support Centre</b>
Project location:	Philippines
Language(s) required:	English

## **BACKGROUND**

The international community has worked diligently over the past 20+ years to promote electoral credibility through support to electoral reform, capacity building of electoral management bodies (EMBs), and voter education. However, those interested in subverting the electoral process have become increasingly sophisticated, with many electoral processes manipulated long before election day. To address these growing challenges an even stronger focus needs to be placed on the identification of stress points on electoral integrity and on actions that can be taken throughout the full electoral cycle.

WFD established the Global Election Support Centre (GESC) to be able to provide the needed expertise and develop new integrated approaches to support and safeguard electoral integrity throughout the electoral cycle.

With the start of the GESC in January 2021 activities were concentrated on analytical, training and guideline support, to develop a better understanding of the electoral environment, stakeholders and pressure points on electoral integrity.

With the Integrated Review of Security, Defence, Development and Foreign Policy (IR), published in March 2021 the Government commits to building a new UK capability to support election observation while strengthening existing multilateral efforts. This clear and welcome commitment provides a basis for future UK involvement in international election observation, which forms an important part of the UK's wider mission to promote open societies and be a force for good in the world with a focus on the Indo-Pacific region.

Under this new paradigm WFD will also provide broader support to thematic, expert and election observation missions, not only providing expertise but also conducting media/social media monitoring as part of the overall analysis

**As part of an overall contract WFD requires the contractor to provide a Media/Social Media Assistant to lead the two teams of six media and six social media monitors. Please see job description and required qualification below.**

**Media/Social Media Assistant:**

The role is to support to the Media/Social Media Expert. The role will include the following tasks:

- Provides information to the Expert so that he/she acquires knowledge of the media laws and regulations and the overall situation of media and mass media in the country;
- Setting up meetings between the Expert and interlocutors
- Writing concise reports as per the Expert's instruction
- Verification of observations from the Monitoring teams to ensure the highest-quality analysis
- Proactively alerting the Expert of emerging issues of importance to the Mission online and offline
- Verification of all information provided to the Expert and a willingness to state when and why one's level of confidence in information is less than 100%
- Fill in for the work of other team members in the event of their absence
- Lead on independent research tasks pertaining to the information requirements of the mission relating to the media environment
- Provides information to the Expert so that he/she acquires knowledge of the media laws and regulations and the overall situation of the media and mass media in the country;
- Prepare briefing materials on media issues as requested by the Expert;
- In coordination with the Expert, prepare relevant information on media reporting on the mission;
- Coordinate the work of the monitors as instructed (if applicable); and
- Performs other duties as required.

The monitor will work the equivalent of three full days a week dedicated to the project whereby hours will be distributed throughout the week as well as weekends if necessary.

**Coordination**

The Assistant will report directly to the Media/Social Media Expert.

**QUALIFICATIONS**

- Exhibiting the highest levels of both discretion and political neutrality in the professional and personal environment

- A degree in Journalism, Communication, Public Relations, Politics, International Relations, Sociology or another related field is desirable
- Relevant professional experience of at least 5 years, preferably with International Organizations or NGOs, from which a professional reference can be provided
- A working understanding of Facebook, including the 'ads library' feature
- A working understanding of Twitter, WhatsApp, and other social platforms
- A familiarity with, or a willingness to quickly obtain familiarity with, terminology relating to elections and social media, and the electoral system and political landscape of the Philippines
- Not be a member of or activist for a political party, in view of the importance of neutrality on the mission
- Willingness to work potentially irregular hours given the continually evolving nature of media and social media content
- The highest regard for the importance of data protection and adherence to both the law and basic ethical standards in the collection and analysis of data
- A willingness to respond quickly and accurately to requests for information and information verification
- A willingness to be potentially exposed to online content that may be discriminatory or violent in nature for purposes of analysis of the electoral environment
- A commitment to the values of non-discrimination and gender equality of the Mission
- Demonstrated ability to work with people of different cultural and religious backgrounds, different gender and diverse political views, while maintaining impartiality and objectivity