

Terms of Reference (ToR)

Short-Term Communications Consultant

Development and Implementation of Doria Feminist Fund's 5-Year Anniversary Communications Campaign

1. Background

Doria Feminist Fund is a feminist fund committed to resourcing, accompanying, and amplifying grassroots feminist movements, organizations, and collectives across the Middle East and North Africa. Over the past five years, Doria has supported movement-building, feminist organizing, collective care, and advocacy efforts led by communities at the frontlines of gender justice struggles.

June 2026 marks Doria Feminist Fund's fifth anniversary, an important milestone to celebrate the collective work, partnerships, and impact built alongside grantee partners, feminist activists, and movement allies.

To commemorate this occasion, Doria seeks to engage a short-term Communications Consultant to develop and support the implementation of a one/two-months strategic communications campaign throughout June 2026, centered around Doria's 5-year anniversary.

2. Purpose of the Consultancy

The purpose of this consultancy is to design and support delivery of a creative, movement-centered communications strategy and campaign that celebrates Doria's five years of feminist accompaniment, highlights lessons and impact, strengthens visibility, and mobilizes Doria's wider community and network.

The campaign should reflect Doria's feminist values, political positioning, and regional rootedness, while creating engaging digital content and opportunities for community celebration.

3. Scope of Work

Under the supervision of Doria's team and in close collaboration with Doria's Communications Officer, the consultant will:

A. Develop a One-Month Communications Strategy & Campaign Plan

Design a communications plan for **June 2026**, including:

- Overall campaign concept/theme for Doria's 5-year anniversary
- Messaging framework and storytelling approach
- Weekly content calendar
- Audience segmentation (grantee partners, donors, feminist movements, wider public, allies)
- Platform strategy (Instagram, LinkedIn, Facebook, website, newsletter, etc.)
- Community engagement approach
- Visibility opportunities for Doria's network and partners
- Recommended digital activation moments around 5 June launch date.

B. Produce Campaign Content & Materials

Develop creative communications products, including:

- Social media campaign package (posts, carousels, reels, stories, captions)
- Animated short videos / motion graphics
- Anniversary visual identity package / design toolkit
- Compilation and repackaging of Doria's advocacy materials and milestones
- Storytelling pieces highlighting Doria's journey, impact, and community voices

- Draft advocacy communications materials, including:

- Statement
- Talking points / messaging briefs
- Guides / communications collateral

C. Support Community Engagement Activities

Support the planning and communications for a recorded session bringing together Doria's partners and allies, including:

- Concept note / event framing
- Event communications package
- Facilitation support / run-of-show recommendations
- Engagement ideas to make the gathering interactive and celebratory

The consultant may also facilitate a virtual consultation / brainstorming session with Doria's team and/or review committee to shape campaign messaging and direction.

4. Deliverables

The consultant is expected to produce:

Deliverable 1 – Communications Strategy

- One-month anniversary communications plan
- Editorial/content calendar
- Messaging framework

Deliverable 2 – Creative Campaign Package

- Social media campaign assets
- Designed visual materials
- Animated videos / short reels
- Digital advocacy materials package

Deliverable 3 – Community Engagement Package

- Communications toolkit
- Promotional materials

- Event support package

Deliverable 4 – Final Handover

- Final compiled communications folder
- Content library for Doria’s future use
- Brief reflection / recommendations note

5. Duration

Consultancy period: 1–2 months (May–June 2026)

Expected level of effort: short-term consultancy, with flexible working arrangements and close coordination with Doria’s team.

6. Required Qualifications

The ideal consultant should have:

- Minimum 5 years of professional experience in communications, advocacy campaigns, or strategic communications
- Strong experience working with feminist movements, women’s rights organizations, and/or social justice movements
- Demonstrated understanding of feminist communications approaches
- Significant professional experience in the MENA region
- **This consultancy is open exclusively to consultants originating from and currently based in the Middle East and North Africa (MENA) region.**
- Proven experience producing: digital campaigns, social media storytelling, visual communications, short animated content, advocacy communications materials
- Excellent writing/editing skills in English and Arabic (French is an asset)
- Ability to work collaboratively, politically, and creatively in movement spaces

7. Reporting Line

The consultant will work directly with Doria’s Communications Officer and coordinate with Doria’s leadership/team throughout the consultancy.

8. Application Requirements

Applications should be submitted by May 15, 2026 to : info@doriafeministfund.org and alia@doriafeministfund.org with the subject line : **“Application - communication campaign Doria”**

- CV / portfolio
- Short expression of interest (1 pages)
- Proposed methodology / creative approach
- Financial proposal
- Examples of previous relevant feminist communications work