

Building Resilience: Empowering Women and Girls in Conflict-affected Areas in the West Bank

Terms of Reference

“Media Officer”

About PWWSD:

Established in 1981, Palestinian Working Woman Society for Development (PWWSD) is a non-governmental women’s, developmental, and learning human rights organization that contributes to developing feminist struggle within national, social, and developmental dimensions. The organization believes that liberating women is connected directly with ending the occupation and establishing a full Palestinian democratic sovereign civil state. PWWSD is active all-over West Bank including East Jerusalem, and the Gaza Strip, and is an active member in several local, regional, and global networks and coalitions.

Palestinian Working Woman Society for Development (PWWSD) aims for a free and democratic Palestinian society based on gender equality, respect for human rights and social justice. The organization promotes women’s empowerment, women’s participation in the national struggle against the occupation, women’s contribution to the development processes, the entitlement of women to political, economic, and civic rights, women’s access to justice and their right to a life free of violence

Background

The West Bank, especially its Northern Governorates, has experienced increased tension and violence since October 7, 2023, including military operations, settler violence, and movement restrictions. This has exacerbated fear and trauma, particularly affecting women and children. Adolescents, especially girls, are among the most vulnerable groups due to patriarchal societal norms, discriminatory practices, and traditional gender roles. These factors, combined with a lack of clear identity for adolescent girls and limited family awareness of their needs, restrict their normal growth and self-discovery, compounding existing vulnerabilities in the region.

The aim of the Project “Building Resilience: Empowering Women and Girls in Conflict-affected Areas in the West Bank” is: Conflict-affected Palestinian women, adolescent girls and adolescent boys are protected and have access to quality gender-sensitive Mental Health and Psychosocial Support (MHPSS) and Child Protection (CP) services (with integrated Gender Based Violence (GBV) risk mitigation) that meet their needs and strengthens their resilience, overall contributing to a more gender-equitable society.

Aim of the Specialist:

The expert will assist PWWSD in:

- 1) Coordinate, supervise, and design thematic public awareness and media campaigns in close cooperation with the PWWSD team, to advance the mental health of Palestinian women, adolescent girls and adolescent boys.
- 2) Development, production, and follow-up of multimedia content and PWWSDs' social media platforms and website to increase media reach and visibility effectiveness.
- 3) Develop and upgrade related goals upon request

Responsibilities:

- ❖ Document project activities, particularly those in girl-friendly spaces, peer-to-peer groups, and workshops for adolescents.
- ❖ Collect and develop human interest stories, case studies, and testimonials from beneficiaries, with a focus on positive changes and impact.
- ❖ Ensure all documentation is done ethically and with informed consent, especially given the sensitive nature of GBV-related topics.
- ❖ Produce high-quality written, photographic, and video content highlighting project activities and outcomes.
- ❖ Develop content for various platforms including social media, websites, and print materials.
- ❖ Create visually appealing infographics and data visualizations to communicate project results.
- ❖ Design and implement media campaigns to raise awareness on topics covered in the project (e.g., SRHR, GBV, cyberbullying).
- ❖ Collaborate with the project team to develop key messages and communication strategies.
- ❖ Build and maintain relationships with local and international media outlets.
- ❖ Draft press releases and media advisories about project milestones and achievements.
- ❖ Organize media visits to project sites, ensuring proper preparation and briefing of staff and beneficiaries.
- ❖ Assist in the design and dissemination of MHPSS, CP, and GBV awareness-raising materials.
- ❖ Provide media coverage for key project events, including workshops, training sessions, and community awareness activities.
- ❖ Produce event reports and visual summaries for internal and external communication.
- ❖ Collaborate with the M&E team to document project impact and results.
- ❖ Ensure all media activities adhere to child protection and safeguarding policies.

- ❖ Maintain strict confidentiality and protect the identities of beneficiaries, especially in GBV-related content.
- ❖ Apply gender-sensitive and culturally appropriate approaches in all media work.
- ❖ Liaise with Save the Children's communications team to ensure alignment with organizational guidelines and standards.
- ❖ Provide regular reports on media activities, reach, and impact.
- ❖ Contribute to donor reports with compelling media content and success stories.

The media specialist profile should include:

- ❖ At least a graduate degree in journalism and communication, or a related field is required.
- ❖ At least 3 years of relevant professional experience working in journalism and communication, including writing features for media and web;
- ❖ Strong writing, editing, and visual storytelling skills;
- ❖ Proficiency in photo and video editing software;
- ❖ Experience in social media management and digital content creation;
- ❖ Knowledge of child protection, gender issues, and GBV preferred ;
- ❖ Sensitivity to cultural norms and ability to work in complex environments;
- ❖ Strong ethical standards and understanding of responsible reporting on sensitive issues;
- ❖ Experience in reporting;
- ❖ Having knowledge in gender and women rights organizations, the Palestinian context and the NGO sector;
- ❖ Excellent knowledge of Arabic and English.
- ❖ Ability to work under pressure.
- ❖ Ability to work in different areas.

Duration: Seven months **Sep. 2024 - March 2025**

Location: West Bank (6 targeted governorates: Nablus, Jenin, Tubas, Tulkarm, Salfit and Ramallah.)

How to apply:

- The interested applicants need to send their updated CVs and cover letter to jobs@pwwsd.org no later than **Thursday 29th August, 2024, 02:00 PM.**
- It is a must to add a subject line: Media Officer.