

CEASEFIRE Centre for Civilian Rights

TERMS OF REFERENCE

Freelance media and communications officers

Summary

To provide a range of communications services including mainstream media liaison, social media support, production of materials and event coordination to a small, international charity focused on civilian protection in the Middle East, Africa and globally.

About CEASEFIRE

The CEASEFIRE Centre for Civilian Rights is an international initiative to develop civilian-led monitoring of violations of international humanitarian law or human rights; to secure accountability and reparation for those violations; and to develop the practice of civilian rights.

Civilians are often recognized as the principal victims of war but rarely as the holders of rights. Insecurity and repression make it difficult to document violations on the ground, and both legal and practical obstacles prevent access to justice. We promote the access of civilians to the range of non-violent mechanisms and remedies under both human rights law and the laws of armed conflict, working to ensure that their rights can no longer be denied.

CEASEFIRE was first registered as a charity in 2015 (no.1160083). CEASEFIRE now has five staff with a small London office and works with established NGO partners and UN agencies on the ground in Iraq, Iran, Syria, Yemen and South Sudan. Our work in the Middle East is project-funded by the governments of Switzerland and Norway and by leading foundations.

Strategy and target audiences

CEASEFIRE drafted a communications strategy in early 2019 and is currently in the process of drawing up a new multi-year organisational strategy.

Key target audiences identified include:

- Foreign and defence correspondents in mainstream news organisations with an international reach or profile
- Commentators and comment/op-ed editors for leading newspapers or news sites or blogs in the fields of foreign affairs, defence and law
- Social media users (Twitter, Facebook) with large followings in the fields of human rights, law, defence, foreign affairs

- Officials working in foreign affairs, defence and justice in government or intergovernmental organisations, including UK and foreign governments, UN, EU, foreign missions
- Staff and trustees of foundations and other donors active in human rights, peace /conflict prevention and international development.

In addition we have certain very specialized target audiences, including civilian activists in specific zones of conflict, and military lawyers in the UK, US, France and other war-fighting states. We are separately developing means of reaching these audiences.

Services required

The following services are required for an initial period of 6 months:

- Supporting media launches of policy reports and tools on civilian rights violations by country or theme
- Media liaison, including op-ed pitching
- Production of graphics and short videos for social media use
- Social media outreach/development.

These services will principally be delivered in an English-language environment. Arabic-language capacity is desirable but not essential.

Aims

- Improving media coverage (mentions) in mainstream news media (print, online, broadcast)
- Strengthening online presence, including raising social media profile (followers /engagements) and website unique visits
- Improving recognition and citation by key advocacy audiences (gov/IGO officials).

Contact

We are currently looking for up to 2 freelance media / communications officers to work flexibly over the next six months. Please send details of the services you are able to provide with CV, daily rate and availability to contact@ceasefire.org with 'Communications officer' in the subject line.

October 2020