



## Terms of Reference for a Digital Strategies & Storytelling Expert

<b>Duty Station:</b>	Athens, Greece
<b>Duration:</b>	Fixed term Services contract (until 16/03/2027)
<b>Occupation:</b>	Part time engagement as a freelancer/external consultant (approx. 65 working days)
<b>Travelling:</b>	Ability to travel as needed to support project requirements
<b>Suggested Grade:</b>	Communication expert (digital/storytelling orientation)
<b>Fixed Daily rate:</b>	250 euro/day including all taxes and social security cost as applicable

The position reports to the MIO-ECSDE Head Officer and the You(th) Care Project Officer.

### Project Executive Summary

The YOU(th) CARE for Change is a project co-funded by the EU-DEAR Programme, supporting Youths across 12 countries (8 in the EU and 4 extra EU, in the Med Area)<sup>1</sup> in tackling global challenges. From December 2023 to March 2027, it aims to support the engagement of nearly 300 Youth initiatives who are interested in embracing, sharing and re-framing the CARE for people and the planet.

Spanning generations, the CARE approach underscores the interdependencies between realities, global challenges, and macro-micro actions, allowing us to connect the dots of our initiatives globally, in contrast to the extractive and often destructive logic of the market.

The Project has organized online and on-site trainings exploring interdependencies, climate change, human rights and intersectionality, and strengthening the gender perspective. Hundreds of youth aged 14 to 25 were trained in the YOU(th) CARE Campus, while 28 Care Pilot Actions have been sub-granted so far.

More information on the [YOU\(th\) CARE for Change](https://youth-care.eu) Project can be found at <https://youth-care.eu>

### Scope of Position & Job Profile

The expert will be engaged in the digital communication strategies and storytelling for awareness raising about the Pilot Care Actions that are taking place in Greece. In addition the expert will develop digital strategies and storytelling showcasing Greek Youth focused organizations that are engaged in the various events and activities of YOU(th) CARE. The main duties and responsibilities are:

- Contribution in the You(th) Care WP3 on “**Youth Care Voice**”: for raising awareness and promotion of specific actions of the programme and particularly the Greek youth-led CARE actions, enhancing their impact across the Euro-Mediterranean region, through implementation of digital storytelling.
- Technical support in the “multimedia storytelling” activity that is documenting exemplary practices of the youth actions through short videos and digital visualizations (carousels, etc).
- Participation in the meetings of WP3 on Care Voice.
- Support in the related CARE Voice Campaign.
- Design and development of digital communication material and implementation of audience-focused digital strategy for the Greek Care Actions (approx. 6).

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<sup>1</sup> Italy, Spain, France, Belgium, Luxembourg, Czech Republic, Hungary, Greece, Albania, Serbia, Tunisia and Morocco



## 1. Values and Ethics

The candidate should have a high level of integrity, accountability, and punctuality. He/she should also demonstrate and be exemplary in portraying MIO-ECSD values and ethics. He/she should be a good team player. Communications must remain neutral with regard to the geo-political/political and security related sensitivities of the MIO-ECSD projects' beneficiary countries.

## 2. Qualification and other Requirements

### Required

#### Education

- First degree on Languages or Communication
- Master's Degree on Culture, Communication, Languages

#### Experience

- At least five years' experience in digital marketing campaigns;
- At least five years' experience in development of communication materials; design and implementation of audience-focused digital communication strategies and storytelling through social media platforms, mailing lists, etc.
- At least two years' experience in supporting awareness and outreach activities aiming at increasing participation and engagement.

#### Skills

- Excellent written and oral English communication skills (CEFR C1 or C2)
- Excellent written and oral French communication skills (DELFB2 or DALFC1)
- Proficiency in the use of: MS Office, WordPress, Canva.

#### Desired

- Knowledge of any other language of the 12 countries of the [YOU\(th\) CARE for Change](#) Project
- Excellent skills in digital storytelling, particularly, in combining various forms of media (video, audio, text) for creating appealing and impactful narratives.
- Fluency in using MailChimp, Asana, Slack.
- Experience in an international institution or Non-profit, Non-governmental organization
- Good understanding of the socio-economic and political background in Europe and the Mediterranean

#### Other competencies:

##### Ability to:

- Coordinate well with diverse individuals and teams, and particularly youth, and work effectively with colleagues and stakeholders to achieve results.
- Apply principles of ethics, transparency and non-discrimination.
- Display gender, cultural, religion, race, nationality and age sensitivity and adaptability.
- Treat all people fairly without favoritism.
- Fulfill all obligations to gender sensitivity and zero tolerance for sexual harassment.
- Be open to change and ability to receive/integrate feedback.



## Mediterranean Information Office

for Environment, Culture & Sustainable Development

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**Fixed gross remuneration:** 250 euro/day including all taxes and social security cost as applicable

### Evaluation procedure:

An Evaluation Committee will examine the CVs and motivation letters/videos received in relation to the qualifications listed in the TORs. Applications which do not meet the required qualifications will be excluded from further evaluation without notification. Only shortlisted candidates will be contacted for an interview. Applicants called to an interview may be requested to submit proof of their declared qualifications.

For further information or clarification for the post please contact Ms. Vicky Malotidi, Senior ESD Officer, [malotidi@mio-ecsde.org](mailto:malotidi@mio-ecsde.org).

### About MIO-ECSDE:

MIO-ECSDE is a non-profit Federation of 136 Mediterranean Non-Governmental Organizations (NGOs) working in the fields of Environment and Development in 28 countries of the Euro-Mediterranean area. Our mission is to protect the Natural Environment and Cultural Heritage and promote Sustainable Development in a peaceful Mediterranean by bringing together the efforts of environmental and developmental NGOs. In co-operation with governments, international organisations, other socio-economic partners and networks, MIO-ECSDE plays an active role furthering synergies and strengthening public participation in the Mediterranean Region and its countries. Read more about our activities, projects and deliverables at [www.mio-ecsde.org](http://www.mio-ecsde.org).

