



TERMS OF REFERENCE

Social Media and Communication Intern

Location: North Lebanon

Project Title: BOOSTLEB

Coordinates with: Project Coordinator

Duration: 20 days – between 19 December, 2024 and 31 January, 2025

Contact: careers@fairtradelebanon.org

SCOPE OF WORK

1. Summary

Fair Trade Lebanon (FTL) is looking for a Social media and communication student for an internship opportunity at one of its Small and Medium Enterprises (SMEs) beneficiaries in Bejdarfel, Batroun district, North Lebanon. The intern will be responsible for activities set in collaboration between FTL and the hosting entity both on sight and from home

Below is a description of the SME in which the internship will be held:

“Naturamis, is a Lebanese company, nestled in the picturesque town of Bejdarfel at an altitude of 400 meters. At Naturamis, we take pride in producing traditional Lebanese food using time-honored recipes, infused with a modern touch. We strive relentlessly to source the highest quality raw materials, aiming to optimize the utilization of our precious natural resources. Naturamis is more than a brand; it's a commitment to nature, authenticity, quality, and knowledge sharing.”

2. Objective

The project aims to enhance the operational efficiency and market performance of 20 Small and Medium Enterprises (SMEs) and 5 cooperatives across various sectors in North Lebanon and Akkar. It will entail delivering customized training, coaching sessions, and tailored services to enhance their business management capabilities and facilitate access to new markets.

3. Outcomes

The intern will be responsible for achieving the following outcomes however they are subject to change depending on the business' needs during the internship.

- Assist in creating and scheduling social media content across platforms like Instagram and Facebook to maintain brand engagement.

- Monitor and track social media performance metrics, providing insights for improving engagement.
- Support post boosting and ad campaigns, helping optimize audience targeting and budget allocation.
- Contribute to the development of communication strategies to strengthen brand voice and online presence.
- Collaborate with the team to respond to audience inquiries, comments, and messages to build community.
- Create and maintain a social media calendar, ensuring regular posting and consistent messaging.
- Research current social media trends and recommend tactics to improve content strategy.

4. Deliverables

The intern will deliver the following:

- A weekly report outlining performed duties and signed by the person responsible for the host entity
- A final report outlining their tasks during the internship, lessons learned, and personal areas of improvement

5. Qualifications

- Bachelor's degree in communication, marketing, or a related field. (**Current student or recent graduate**)
- Strong analytical and problem-solving skills
- Fluent in both Arabic and English, with excellent communication and negotiation abilities.

6. Skills

- Proficiency in social media platforms and tools.
- Creativity in content creation and storytelling.
- Good understanding of social media analytics and metrics.
- Strong written communication for engaging online audiences.
- Organizational skills to maintain posting schedules.
- Eagerness to learn about paid advertising and campaign management.

7. How to Apply

Applicants are requested to send the following documents to careers@fairtradelebanon.org:

- Cover letter
- CV, ID and university ID of the applicant

The detailed work plan will be developed and agreed upon in coordination with the FTL team. Only selected candidates will be contacted.