

Terms of Reference

Call for Consultancy: Digital Media and Youth Engagement Expert

Background

The Horn Center for Democracy (HCD) is a regional organization working to promote inclusive governance, civic participation, peacebuilding, and youth engagement across the Horn of Africa. As part of its broader regional initiatives, HCD is expanding its digital outreach and public engagement efforts to strengthen access to knowledge, promote constructive dialogue, and support youth-centered learning and collaboration across the region.

To support these efforts, HCD seeks to engage a qualified, dynamic Digital Media and Youth Engagement consultant to lead the organization's digital communications, multimedia production, and youth-focused online engagement.

This consultancy assignment requires a creative, technically skilled professional with experience in digital media management, multimedia storytelling, online engagement strategies, and youth-oriented communication.

1. Duration of the Consultancy Assignment

From July 1st, 2026, to December 31st, 2026, with the possibility of extension based on performance and funding availability.

2. Overall Purpose of the Assignment

The Digital Media and Youth Engagement Manager will support the development and dissemination of digital educational and public engagement content for youth audiences across the Horn of Africa. The role will help strengthen HCD's digital presence, audience engagement, multimedia production, and online learning initiatives.

The Manager will oversee the production of creative, accessible, and context-sensitive digital content tailored to diverse regional audiences and coordinate the implementation of HCD's digital communications and outreach.

3. Key Responsibilities

The Digital Media and Youth Engagement Manager will be responsible for:

- Developing and implementing digital communication and audience engagement overall strategy, quality control, and risk management;

- Producing and overseeing multimedia content, including videos, podcasts, graphics, interviews, and short digital learning materials;
- Managing HCD's social media platforms and digital outreach channels;
- Supporting the development of youth-centered digital learning and engagement initiatives;
- Coordinating online campaigns, public awareness content, and virtual engagement activities;
- Developing content calendars and ensuring consistency in branding, messaging, and communication standards;
- Monitoring digital engagement analytics and preparing periodic performance reports;
- Supporting translation and localization of digital content where necessary;
- Coordinating with thematic experts, consultants, interns, and external content creators;
- Ensuring that all digital content complies with organizational communication guidelines and contextual sensitivities;
- Supporting the establishment and operationalization of HCD's digital media infrastructure.

4. Required Qualifications and Experience

Applicants should possess:

- Educational background and training related to Communications, Graphics Design, Media Studies, Digital Media, or related fields;
- At least 3 years of relevant professional experience in digital communications, media production, youth engagement, or related areas;
- Demonstrated experience managing social media platforms and digital campaigns;
- Strong skills in multimedia production, including video editing, graphic design, and digital storytelling;
- Familiarity with digital engagement tools, online learning platforms, and audience analytics;
- Excellent written and verbal communication skills in English, and any other language spoken in the Horn of Africa Region;
- Knowledge of regional dynamics and youth-related issues in the Horn of Africa is an asset;
- Ability to work independently and collaboratively in multicultural and fast-paced environments.

5. Desired Competencies

- Creativity and innovation in digital communication;
- Strong organizational and coordination skills;

- Sensitivity to cultural and political contexts;
- Ability to produce audience-centered and accessible content;
- Strong interpersonal and teamwork skills;
- Commitment to professionalism, inclusion, and ethical communication practices.

6. Reporting Line

The Digital Media and Youth Engagement Manager will work under the supervision of the Programs and Partnerships Director and collaborate closely with program staff and other consultants.

7. Application Process

Interested applicants are invited to submit:

- A cover letter;
- Updated CV(s) of the lead consultant and/or key team members;
- Portfolio/sample of previous digital or multimedia work;
- A technical proposal outlining the applicant's understanding of the assignment, proposed methodology, work plan, and deliverables; and
- A financial proposal.

Applications should be submitted electronically to hr hr@horn-center.org with the subject line: "Application-Digital Media and Youth Engagement Manager". Please copy hcdoffice@horn-center.org while submitting your application.

8. Application Deadline

June 22, 2026.

Only shortlisted candidates will be contacted.