



**EXPRESSION OF INTEREST**  
**Crafting Our Fate Project**

**Job Title: Social Media Manager**

**Background:**

Equals Inc. was founded in November 2013 from a support group of young gay and bisexual men under the Caribbean HIV AIDS Alliance. The organisation was initially formed to promote safer sex practices and create safe spaces for the LGBTQ+ community, but soon evolved into ensuring that the community had access to sensitised services across the board as these issues became evident while assisting persons in accessing testing services. These new areas of focus were determined in 2017, when Equals opened its community site in June of that year, thanks to the LINKAGES project. For three years Equals offered the following services: HIV and STI testing, PrEP, Treatment and Care for persons living with HIV, psycho-social counselling, support groups, and, temporarily, emergency housing and a legal advisory clinic.

Equals also advocates for the rights of LGBTQ+ persons to improve access to services, and in doing so has built a strong relationship with the Ministry of Health and Wellness and the Ministry of Labor and Social Partnerships. Equals provides sensitization trainings to public service staff as well as to private corporate entities to reduce stigma and discrimination when accessing services and within the workplace, as the passing of the Employment (Prevention of Discrimination) Act protect LGBTQ+ person from discrimination in the workplace.

During the COVID-19 pandemic (2020-2021), Equals provided its beneficiaries with care packages and assistance with rent to those who had lost their jobs due to the pandemic. In the last few years, members of Equals and other key stakeholders have engaged in legal proceedings that tackled our longstanding beggary laws. In December 2022, the courts ruled Barbados' laws against buggery and "gross indecency" were unconstitutional and struck them from the Sexual Offences Act. However, there is no recognition of same-sex relationships and only limited legal protections against discrimination.

**Why is this Project Important?:**

In June 2022, the Barbados Constitutional Review Commission commenced its work to facilitate public engagement, awareness, knowledge sharing & development toward producing a dynamic constitution. The commission is charged with examining the current Constitution with a view to developing a new constitution and is required to consult widely with Barbadian citizens and organisations, both at home and abroad. At the end of the CRC's work, we will present a report, detailing our findings and making recommendations, and we will also provide to the Cabinet a draft constitution.'

The review of the constitution provides an opportunity for people living with HIV and key and vulnerable populations that are most affected by HIV such as transgender women, gay, bisexual and other men who have sex with men (MSM) and cisgender women in all their diversity to coalesce around engaging key stakeholders and advocating to ensure the constitution protects and promotes their rights and dignity.



For the last 2 years, a coalition of activists and CSO's, including Equals, have been engaged with the constitutional reform process, undertaking several activities. They have distributed a nationwide survey that collected public opinions around the inclusion of protections in the new constitution which reached over 400 respondents. In our project, funded by Kaleidoscope Trust, we were able to educate, train and prepare interested individuals to advocate politically on behalf of the community for constitutional reform. We recorded and released interviews with a wide range of community members focused on the reform process, which was shown on our social media pages and YouTube Channel. We held 4 consultations with the community to discuss their needs and concerns about the process while educating them.

The coalition also drafted a 35-page submission with detailed recommendations and information about why it is important to make inclusions for marginalised groups and finally we had a one-on-one private stakeholder meeting with the commission. In this 2-hour long meeting, we were able to meet with some members of the Constitutional Reform Commission to advocate, educate and discuss the contents of our submission, this proved to be a fruitful meeting as we were able to have a better assessment on the stance of many of the commissioners in order to strategize for future engagement.

Equals is currently undergoing a project funded by UNAIDS to carry out activities identified by the coalition to continue the work around Community, Public and Political engagement in the Constitution Reform process. This call is for an expression of interest by Social Media Managers as a part of this project.

**Scope of Work:**

The Social Media Manager will be responsible for launching and managing a dedicated social media page aimed at discussing issues, disseminating information, and providing updates about activities initiated by the LGBTQ+ Coalition and the constitutional reform process. The primary goal is to raise awareness about the rights of LGBTQ+ people, promote equality and inclusivity, advocate for policy changes, and build a larger community. The project is funded by UNAIDS under the title "Crafting Out Fate."

**Deliverables:**

1. Strategy Development:
  - a. Develop a comprehensive social media strategy and content plan aligned with the objectives of the project
  - b. Identify target audiences and tailor content to engage and educate them about LGBTQ+ rights, constitutional reform, and inclusivity
  - c. Conduct regular research and analysis to identify trends, relevant topics, and effective communication strategies
  
2. Content Management:
  - a. Collaborate with the content creator to develop a content calendar and schedule posts for regular updates, news, events, campaigns, and other relevant information



- b. Schedule and publish content on social media platforms (e.g., Facebook, Instagram, Twitter, YouTube) based on the content calendar and project timelines
  - c. Monitor social media trends and adjust the content strategy accordingly to maximise engagement and reach
3. Community Engagement and Growth:
- a. Implement strategies to increase followers, reach, and engagement on social media platforms
  - b. Foster a sense of community by encouraging discussions, promoting user-generated content, and organising interactive activities (e.g., polls, Q&A sessions)
  - c. Collaborate with partner organisations, influencers, and stakeholders to amplify the project's reach and impact.
  - d. Monitor and moderate user-generated content and respond to comments, messages, and inquiries promptly and professionally
4. Analytics and Reporting:
- a. Monitor and analyse social media performance metrics, including reach, engagement, and conversion rates
  - b. Generate regular reports detailing key insights, trends, and recommendations for optimising social media campaigns
  - c. Stay updated with social media best practices, emerging platforms, and industry trends to enhance performance and effectiveness
5. Collaboration and Coordination:
- a. Work closely with the LGBTQ+ Coalition members, and other stakeholders to understand project goals, priorities, and content requirements
  - b. Coordinate with team members to gather information, interviews, testimonials, and other resources to develop compelling content
  - c. Seek feedback and incorporate suggestions from relevant parties to improve content quality and effectiveness

**Qualifications and Experience:**

1. Degree in communications, marketing, or a related field is preferred
2. Proven work experience as a Social Media Manager or similar role, preferably in the field of advocacy, human rights, or social justice
3. Excellent knowledge of social media platforms, trends, and analytics tools
4. Strong understanding of LGBTQ+ issues, constitutional reform, and the importance of equality and inclusivity



5. Exceptional written and verbal communication skills, with the ability to create compelling content and engage diverse audiences
6. Proficiency in graphic design and video editing software to create visually appealing social media content
7. Ability to work independently and manage multiple priorities in a fast-paced environment

This position is open to suitable candidates in Barbados.

**Timeline:**

Contract-based (Duration: August 15th to December 31st - 5 months)

**Budget:**

The maximum available budget for this consultancy is \$5000 BBD

**How to Apply**

Please submit your CV, Portfolio, and a two-page maximum covering letter to :  
[yemi.knight@equalsbarbados.com](mailto:yemi.knight@equalsbarbados.com) , cc: [isadora.barrow@equalsbarbados.com](mailto:isadora.barrow@equalsbarbados.com)

with the subject line as “Vacancy: Social Media Manager” explaining your interest in the position, and your relevant experience as per the skills and competencies outlined above.

If you have any queries relating to your application, please email: [yemi.knight@equalsbarbados.com](mailto:yemi.knight@equalsbarbados.com) titling your communication: “Vacancy: Social Media Manager Queries”

**Closing date: August 7th, 2023 at 11:59 PM (AST)**