

Call for Tenders: Communication and Social Media Support - Demilitarisation campaign

Title: Communication and Social Media Support
Location: Remote
Start: April 2025
Duration: 6 month
Application Deadline: ~~10 March 2025~~ Deadline extended to 14 March 2025

About Rosa Luxemburg Stiftung

The Rosa Luxemburg Stiftung (RLS) is one of the six major political foundations in the Federal Republic of Germany, tasked primarily with conducting political education both at home and abroad. The foundation is affiliated to Die Linke, a democratic socialist party in the German parliament.

Since its founding in 1990, the foundation's work has adhered to the legacy of its namesake, German socialist leader Rosa Luxemburg, and stands for democratic socialism with an unwavering internationalist focus. The foundation is committed to a radical perspective emphasizing public awareness, education, and social critique. It stands in the tradition of the workers' and women's movements, as well as anti-fascism and anti-racism.

Based on the firm belief that social change requires a reflective confrontation with today's capitalist society as a whole, the foundation strives to develop alternative concepts and approaches for a comprehensive process of social transformation enabling the creation of a more united and just society. Education and training in democratic socialist politics, analysis, information, and policy advice are therefore the foundation's basic tasks, which we pursue and implement at the regional, national, and international levels.

Scope of work

The RLS Brussels seeks a contractor to provide communication and social media support for a global demilitarisation campaign. The contractor's responsibilities will cover the following areas:

1. Design Strategy

- Develop a communication and social media strategy tailored to the campaign's goals and target audience.
- Identify key messages, themes, and target demographics to enhance campaign visibility.
- Propose innovative approaches to align social media strategies with the campaign's objectives.

2. Content Creation

- Supporting the RLS Brussels office in producing and commissioning web content for the demilitarization campaign. This includes the creation of original, engaging and visually appealing content for social media platforms such as Instagram, Facebook and the campaign website.
- Develop multimedia content, including graphics, infographics, animations, and short videos, to communicate campaign messages effectively.
- Ensure all content aligns with the campaign's branding and messaging.

3. Public Relations

- Coordinate with team members and stakeholders to craft impactful public-facing materials.
- Support in the drafting of newsletters, press releases, and updates to inform and engage the campaign's audience.

4. Data Analysis and Performance Measurement

- Monitor and analyze social media performance using analytics tools.
- Provide regular updates on engagement metrics, reach, and audience insights.
- Suggest data-driven adjustments to improve campaign performance and outreach.

The contractor will work closely with the RLS project manager (PM) in charge of the campaign to ensure the successful delivery of all elements.

Deliverables

The contractor will be responsible for delivering the following:

- a) A comprehensive communication and social media strategy document.
- b) Scheduled and published multimedia content across all relevant platforms.
- c) A collection of visually engaging materials, such as infographics and animations.
- d) Communication materials, including newsletters, posts, and updates.
- e) Analytical reports detailing social media performance and recommendations for improvement.
- f) Research findings on trends and best practices in social media for advocacy and campaigns.
- g) A final report summarizing work outcomes and results achieved during the contract period.
- h) Submit invoices for completed work in instalments, based on the completion of specific deliverables or time periods, as outlined in the agreement.

Your profile

We are looking for a contractor who meets the following criteria:

- Proven experience in communications, graphic/digital design, or a related field.
- Strong proficiency in English (written and spoken).
- Proven experience in managing social media platforms; experience in campaigning is an asset.
- Skills and experience with WordPress as well as with design tools such as Canva, Adobe Creative Suite (InDesign, Illustrator, After Effects).
- Experience working with multilingual products is desirable.
- Ability to work independently and manage time effectively.
- Flexibility, adaptability, and a keen eye for detail.
- A passion for social justice or international advocacy.
- Interest in global security issues and/or demilitarization processes.
- Knowledge of additional languages (especially Spanish or German) is a significant advantage.

What we offer

- The opportunity to be part of a meaningful international campaign
- A contract for services running from 01 April - End of September 2025
- Flexible working arrangements and remote work

Join an international team working toward a more peaceful world!

As a communication and social media support, you will play a key role in amplifying the campaign's message across various platforms. You will collaborate with team members from different countries to create compelling content, engage with our audience, and support the overall strategy of the campaign.

Budget and payment terms

The budget for this contract will be based on the contractor's experience and the proposed scope of work. Payments will be made in accordance with agreed deliverables and milestones.

How to apply

Interested contractors are invited to submit their proposals, including:

1. A cover letter outlining their qualifications, relevant experience, and interest in the project.
2. A CV or portfolio showcasing previous work.

3. A financial proposal indicating the hourly rate and estimated cost based on 10 hours/week for six months.

Please send your proposal to Rebecca.trixa@rosalux.org until **14 March 2025**. Shortlisted candidates will be invited for a brief virtual interview starting in the following week.
Thank you very much for your interest in working with us!

Selection Criteria

The selection will be based on the following criteria:

- **Financial Proposal (Price Offer) – 40%**
Competitive pricing that reflects the scope of work while ensuring high-quality execution.
- **Proven track record in social media management and digital communication (CV/Portfolio) – 30%**
Demonstrated experience in managing social media platforms, creating compelling content, and executing communication strategies for campaigns or advocacy work
- **Technical skills in content creation and data analysis (CV/Portfolio) – 15%**
Proficiency in graphic design, video editing, and analytics tools (e.g., Canva, Adobe Creative Suite, social media analytics, and performance tracking tools). Ability to translate campaign goals into engaging digital content.
- **Communication skills and strategic thinking (Interview) – 15%**
Ability to convey complex ideas effectively, engage diverse audiences, and develop innovative social media strategies that align with campaign objectives. Proficiency in additional languages (especially Spanish or German), ability to collaborate with international teams, and adaptability to changing campaign needs.

Each of these criteria will be assessed through the candidate's CV, portfolio, and interview process.