

TOR — Project intern SMM (paid position), Support the implementation of the PROTECT project activities in Dushanbe, Tajikistan

Background

The project “Improving Migration Management and Migrant Protection in selected Silk Routes and Central Asian Countries” (PROTECT) is an EU-funded project which started in June 2023. PROTECT comprises two components: 1) Migration governance, and 2) Continuation and expansion of the Migrant Resource Centres. The PROTECT project aims to improve migration management and migrant protection throughout all phases of emigration and immigration in the target countries, to enhance awareness on the risks of irregular migration, and facilitate the protection of migrants. It will support informed migration decision-making at the individual, family and community level, including pre-departure preparation, migration and residence/work abroad, voluntary return and sustainable reintegration. The project covers Kazakhstan, Kyrgyzstan, Tajikistan, Uzbekistan, and Pakistan; however, the level of engagement and activities differs from country to country.

The **PROTECT** project consists of two major components:

- 1) **Migration governance** which targets ministries and other state agencies responsible for migration management and migrant protection in Silk Routes countries and Central Asia, with the aim to operate effective governance mechanisms for development and implementation of national migration policies, encompassing migrant protection, reintegration, and employment, with focus on population groups in vulnerable situations, as well as women and youth affected by migration.
- 2) **Continuation and expansion of MRCs**, including MRC Tajikistan (phase II), primarily to provide accurate, timely and comprehensive information, counselling, and referral by the MRC to outgoing and potential migrants and returnees. As a result, the skills, knowledge and competencies of the potential and outgoing migrants and returnees are enhanced as well as their access to available services.

The Phase II will further expand the joint cooperation of ICMPD and the Ministry of Labour, Migration and Employment of Population (MoLMEP) enhancing the role and functions of the MRC in Tajikistan to reflect the changing realities of migration from Tajikistan as well as existing and planned state policies and regulations.

Due to the full functioning of the project activities, the team is recruiting a project intern who will assist the MRC team with the following tasks:

Tasks

Activity 1: Assist in the development of a social media strategy: Create a comprehensive social media strategy for the project that outlines goals, target audience, key messages, platforms to be used, and content calendar, in cooperation with the PO and the MRC team.

Activity 2: Assist in content creation: Generate engaging and informative content for the project's social media platforms, including posts, graphics, videos, and infographics related to migration management, migrant protection, and the activities of the project, with support and guidance from the project team.

Activity 3: Contribute to boosting process on the MRC social media pages.

Activity 4: Other ad-hoc tasks assigned by the project team, general project support.

Deliverables

Activity 1: Social Media Strategy Document outlining goals, target audience, key messages, platforms to be used, and content calendar.

Activity 2: Engaging and informative social media posts, graphics, videos, and infographics related to migration management, migrant protection, and project activities.

Activity 3:

- **Analytics and Metrics Framework:** Develop a framework for measuring the success of boosted posts. Define key performance indicators (KPIs) such as reach, engagement rate, click-through rate (CTR), and conversion rate. Outline how these metrics will be tracked and reported.
- **Training Materials:** If team members are unfamiliar with boosting posts, the intern can provide materials or a short introduction to covering the basics of social media advertising and boosting.

Activity 4: Completion of assigned tasks with documentation of activities undertaken and outcomes achieved.

The deliverables must be submitted no later than 30 April 2025 (the end of the contract).

Tentative work plan

What	When	Number of Working Days
Assist with various activities related to social media pages of the MRC, support to different forms of counselling, outreach sessions and training with migrants. General support to project tasks	1 November 2024 – 30 April 2025	6 months

Maximum number of working days: **6 months (about 20 working days per month)**

Qualifications and Experience

- Bachelor's degree related to the area of work (such as social or political sciences, sociology, media studies or journalism, humanities, international law, etc.);
- Minimum of 1 year of position-specific experience;
- Working experience with international organisations is an asset;
- Good analytical and interpersonal skills with the ability to work independently, as well as in a team;
- Good presentation and facilitation skills;
- Good computer skills, including use of Microsoft Office Word, Outlook, Excel and Power Point;
- Experience in office administration and management;
- Experience in working with local authorities and businesses;
- Ability to travel within the country;
- Solid organisational skills;
- Proficiency in verbal and written English, Russian and Tajik.