

Call for Proposals

Communications Officer (Website & Social Media)

Terms of Reference (ToR)

Client	Yunus Environment Hub (YEH)
Assignment / Position	Communications Officer (Website & Social Media)
Reference	YEHP26-0004
Contract Type	Independent Contractor (Service Contract)
Location	Remote (European and African time zones preferred)
Starting Date	As soon as possible
Duration	Initial contract of 6 months, with possibility of extension
Number of Expert Days	Part-time (estimated 2–3 days per week, flexible)

1. Background & Context

Yunus Environment Hub (YEH) is a global social business organisation addressing the triple planetary crisis of climate change, biodiversity loss and pollution. Building on the social business principles of Nobel Peace Prize Laureate Professor Muhammad Yunus, YEH works with businesses, policymakers and civil society to design and implement environmentally and socially impactful solutions.

To strengthen its external communications and digital presence, YEH is seeking a Communications Officer on a contract basis to manage its website and social media channels.

2. Objectives of the Assignment

The Communications Officer will ensure a consistent, high-quality and strategic digital presence for YEH by:

- Maintaining and updating the YEH website
- Managing and growing YEH's social media channels
- Translating YEH's work, programmes and impact into clear and engaging digital content

3. Scope of Work & Key Responsibilities

A. Website Management

- Regularly update website content (news, programmes, events, publications, team)
- Upload and format content in line with YEH branding and style guidelines
- Coordinate with internal teams to ensure content accuracy and timeliness
- Monitor website performance and suggest improvements to usability and structure
- Liaise with external web developers if technical issues arise (if applicable)

B. Social Media Management

- Manage YEH's social media channels (e.g. LinkedIn, Instagram, Facebook, Newsletter)
- Develop and implement a social media content plan aligned with YEH's strategic priorities
- Create and publish posts highlighting projects, partnerships, events and impact
- Adapt content for different platforms and audiences
- Monitor engagement, respond to comments/messages where appropriate, and escalate sensitive issues internally

C. Content & Communications Support

- Draft short-form communications content (social media copy, website texts, announcements)
- Create engaging visuals for various platforms (social media, website, newsletters, etc)
- Maintain key documents including photo & video directories and brand book
- Support campaign-related communications and event promotion
- Ensure consistency of tone, messaging and visual identity across digital channels
- Collect basic analytics and provide short monthly performance summaries

4. Deliverables

- Updated and maintained YEH website with timely and accurate content
- Regular social media posting according to an agreed content calendar
- Monthly brief report including:
 - Overview of activities
 - Key engagement metrics (reach, impressions, engagement rates)
 - Recommendations for improvement

5. Reporting & Coordination

- The Communications Officer will report to the Managing Director or a designated senior team member
- Close coordination with programme and operations colleagues is expected
- Participation in selected virtual team meetings as required

6. Required Qualifications & Experience

- Proven experience in communications, digital marketing or social media management
- Strong writing and editing skills in English (additional languages are an asset)
- Experience managing websites (e.g. WordPress or similar CMS)
- Proficiency in Microsoft Office applications and communication and design tools such as Hootsuite, Sendinblue, Canva, Video editor, and Adobe Creative Cloud
- Solid understanding of social media platforms, trends and analytics
- Ability to translate complex sustainability or environmental topics into accessible content
- High level of autonomy, reliability and attention to detail
- Experience working with social businesses, NGOs, or sustainability-focused organisations is an advantage

7. Contractual Agreements

- This is a freelance / independent contractor position
- The contractor is responsible for their own taxes, social security contributions and insurance
- Fees will be agreed based on experience and expected workload and invoiced monthly

8. Application Process

Interested candidates should submit to tenders@yunuseh.com by 27th February 2026:

- A technical proposal outlining how you will deliver the tasks
- CV and portfolio highlighting relevant experience
- Examples of websites and/or social media channels previously managed
- At least two references with contact details of previous client
- Financial offer in form of gross day rate (8 hours) in EUR

Applications will be reviewed on a rolling basis.