



## **TERMS OF REFERENCE: International Programs Media Strategist / Producer Consultant (Global Voices for Peace)**

### **I. ABOUT AMERICAN FRIENDS SERVICE COMMITTEE (AFSC)**

The American Friends Service Committee (AFSC) is a Quaker organization committed to promoting lasting peace with justice through nonviolent action, accompaniment, and global partnerships. This position will support a digital media strategy across international programs, with a focus on Global Voices for Peace (GVP). GVP is an initiative connecting grassroots, national, and global efforts to advance coordinated action on peacebuilding, human rights, and justice.

### **II. POSITION OVERVIEW**

AFSC is seeking a Digital Media Strategist / Producer to strengthen its global digital presence and engagement. This role blends strategy and execution—designing digital approaches while producing compelling, high-impact content that mobilizes audiences and strengthens global movements for peace and justice.

### **III. SCOPE OF WORK**

1. Digital Strategy & Planning
  - Develop a digital engagement strategy
  - Create content and campaign plan
2. Content Creation & Campaigns
  - Produce short-form video and digital content
  - Develop digital campaigns and storytelling series
3. Audience Engagement
  - Grow and engage digital audiences
  - Strengthen community participation
4. Performance & Learning
  - Track engagement metrics
  - Provide monthly analytics and recommendations

### **IV. DELIVERABLES**

- Digital strategy and audience engagement plan
- Monthly content calendars

- Short-form video content
- Digital campaign packages
- Monthly analytics reports

#### V. QUALIFICATIONS & EXPERIENCE

- Experience in digital strategy and content production
- Strong storytelling and video skills
- Background in nonprofit or advocacy work
- Ability to translate complex issues into engaging content

#### VI. DURATION. LEVEL OF EFFORT AND REPORTING

6 months (with potential extension); 10–15 days per month; remote work.

The consultant will report to the Associate General Secretary for International Programs (Kerri Kennedy) and collaborate with International Programs (IP), Global Voices for Peace (GVP), and communications teams.

#### VII. COMPENSATION

**Estimated Compensation:** Based on the Consultant’s experience, the daily rate is expected to be **\$400–\$600 (US Dollars)** for an anticipated commitment of **10–15 days per month**. Final terms will be defined in the Consultancy contract.

**PAYMENT** – The consultant will submit monthly or bi-monthly invoices for payment for services rendered.

#### VIII. APPLICATION PROCESS / EXPRESSIONS OF INTEREST

Interested candidates should submit a Cover letter, CV, work samples and financial offers must be submitted by email to: [internationalhr@afsc.org](mailto:internationalhr@afsc.org); (cc: [KKennedy@afsc.org](mailto:KKennedy@afsc.org); [MElias@afsc.org](mailto:MElias@afsc.org)) no later than **June 30, 2026, at 05:00 PM (Eastern Standard Time)** mentioning in the subject:

**“International Programs Digital Media Strategist / Producer Consultant  
Global Voices for Peace (GVP)**

**Only shortlisted candidates would be contacted**

**Note:** All documents, data, and materials developed under this consultancy will be the **property of AFSC**. The consultant must maintain strict confidentiality and may not share materials without prior written consent.