



The Food Heritage Foundation

Terms of Reference

Graphic Designer & Social Media Specialist

The Food Heritage Foundation (FHF) is a non-profit organization that strongly believes in local food heritage being a potent tool for economic development. The FHF aims to revive traditional cuisine and local produce and promotes the livelihoods of rural producers and processors through rural-urban linkages. FHF has been implementing capacity building projects throughout Lebanon promoting the local food system, supporting the livelihoods of small-scale farmers/producers, and fostering sustainability.

FHF is currently implementing a project aiming at fostering food security while promoting resilience and adaptation capacities of vulnerable small and medium-sized agricultural enterprises. The project is implemented by FHF in partnership with GIZ and is commissioned by BMZ.

FHF is seeking to recruit a graphic designer & social media specialist with experience in developing social media content and a range of other communication materials supporting the project. He/she should be based in Beirut.

Scope of Work

The graphic designer & social media specialist will be primarily responsible for the following activities:

- Coordinate directly with the FHF communication coordinator for the graphic design, social media and communication responsibilities.
- Develop social media strategies, plans, campaigns & monthly calendars.
- Create and develop social media content, graphics, illustrations, logos, websites visual layouts, videos, printing material etc...
- Develop educational & promotional videos.
- Abide by the visibility and communication guidelines requested by the donor of this project.



Essential Minimum Qualifications

- University degree in Graphic Design, Marketing, Digital Marketing or any other related field
- Strong creative thinking skills and ability to think conceptually
- Knowledge of Adobe creative suite (Illustrator, Photoshop, and Indesign)
- Excellent communication skills
- Excellent knowledge of Arabic and English

Period

- 18 months from January 2023 to June 2024 with probation period of 3 months

How to Apply

- Deadline to submit CV: January 10, 2023
- Interested candidates should send their CV to: info@food-heritage.org