

Terms of Reference (TOR)

Transaction Number: MAO-003

Monitoring & Evaluation and Social Media Intern

Madarat Al Salam for Sustainable Development

Background

Our organization is a peacebuilding NGO committed to creating a positive social impact and providing meaningful learning opportunities for individuals looking to build their careers in the development sector. This internship program is designed to offer practical experience in both monitoring and evaluation practices and social media management, allowing interns to develop foundational skills in these complementary areas while supporting our mission and values.

Purpose

This internship is a learning opportunity designed to provide hands-on experience in M&E processes and social media management in a supportive, interactive, and motivated working environment. The intern will gain practical knowledge while contributing to our organization's monitoring, evaluation, and communications activities.

Duration and Time Commitment

- **Duration:** 3 months (possibility of extension based on performance and organizational needs)
- **Time commitment:** 20-25 hours per week (part-time, flexible scheduling available)
- **Location:** Based in Erbil with occasional travel to Baghdad for activities, events and meetings
- **Start date:** As soon as possible (ASAP)

Learning Objectives

By the end of this internship, the intern will:

M&E Learning Objectives:

1. Understand fundamental M&E concepts, frameworks, and approaches.
2. Develop skills in data collection, management, and analysis.
3. Gain experience in designing M&E tools and instruments.
4. Learn to contribute to reporting processes and knowledge management.

Social Media Learning Objectives:

1. Understand effective social media strategies for NGOs and peacebuilding organizations
2. Develop skills in content scheduling and community management across platforms
3. Learn how to align social media activities with organizational values and mission
4. Gain experience in expanding social media reach and engagement

General Learning Objectives:

1. Build professional skills in a development sector environment
2. Learn to work collaboratively in a talented, multidisciplinary team
3. Understand how M&E and communications functions support peacebuilding work

Roles and Responsibilities

The intern will be engaged in the following learning activities:

1. M&E Support Activities (50%)

- Assist in collecting and organizing program data
- Support the development and refinement of data collection tools
- Participate in data entry, cleaning, and basic analysis
- Help compile monitoring reports
- Shadow M&E staff during field visits when appropriate
- Support documentation of best practices and lessons learned

2. Social Media Support Activities (50%)

- Assist with implementing the social media posting schedule
- Help manage and grow our community of followers across Madarat's platforms
- Support content distribution based on plans developed with team members
- Track basic social media metrics and engagement, based on Madarat Communication workplan,
- Contribute to discussions about how to effectively communicate our mission, impact, and values
- Learn to adapt content for different social media platforms

3. Learning and Development

- Attend relevant internal meetings and training sessions
- Complete assigned readings and online courses related to M&E and social media
- Maintain a learning journal documenting experiences and reflections
- Participate in regular check-ins with supervisors

Required Qualifications

We value potential and character -attitude over experience. Candidates should have:

- Currently pursuing or recently completed undergraduate studies in a relevant field (international development, social sciences, communications, media, etc.)
- Basic understanding of and interest in peacebuilding and development work
- Familiarity with major social media platforms (Facebook, Twitter, Instagram, LinkedIn)
- Proficiency in Microsoft Office (particularly Excel)
- Excellent fluency in English (both written and verbal) is a must
- Fluency in Arabic and/or Kurdish is considered an added value
- Detail-oriented with good analytical abilities
- Self-motivated learner with the ability to work both independently and collaboratively
- Commitment to adhere to Madarat's Code of Professional Conduct
- Willingness to maintain confidentiality of all organizational information
- Alignment with our organizational values of Accountability, Integrity, Cultural Sensitivity, and Embracing Change.

Desirable Qualities

- Enthusiasm for learning and personal growth
- Creative thinking and problem-solving abilities
- Interest in both data-driven work and communications
- Ability to manage multiple tasks and priorities
- Adaptability and openness to feedback
- Interest in peacebuilding and social impact

Supervision and Support

- The intern will be supervised by both the M&E Officer and Communications/Social Media staff
- Regular feedback sessions will be scheduled (weekly or bi-weekly)
- A structured learning plan will be developed at the beginning of the internship
- Access to relevant organizational resources and materials will be provided
- Opportunity to work with and learn from talented team members across the organization

Learning Resources to be Provided

- Introduction to organizational M&E frameworks and tools
- Orientation to the organization's social media strategy and platforms
- Access to relevant training materials and resources
- Opportunities to participate in organizational learning events
- Mentorship from experienced staff in both M&E and communications

Deliverables

While the primary focus is on learning, the intern will contribute to:

1. Weekly learning reflections documenting insights and questions
2. Contributions to at least one M&E tool or instrument
3. Support in producing at least one program report
4. Implementation of social media posting schedule
5. Basic social media analytics reports
6. Final presentation on internship experience and learning

Benefits

- Practical, hands-on learning experience in both M&E and social media management
- Professional mentorship and guidance from a talented team
- Opportunity to contribute to meaningful peacebuilding work
- Foundation for future career opportunities in either M&E or communications
- Certificate of completion
- Professional reference upon successful completion
- [Transportation allowance/meal stipend if applicable]
- Interactive and motivated working environment

Application and Selection Process

- Applications will be reviewed on a rolling basis
- Shortlisted candidates will be invited for an initial video interview via Zoom
- Final candidates may be asked to attend an in-person interview at our Erbil office
- Selected candidates will be notified promptly to arrange start dates

Remote Work Flexibility

While the position is based in Erbil, there is flexibility to work remotely part of the time. The specific arrangement will be discussed and agreed upon with the Executive Director based on project needs and intern circumstances.

Languages

- Excellent fluency in English (both written and verbal) is a must
- Fluency in Arabic and/or Kurdish is considered an added value

Project Involvement

The intern will have the opportunity to support Madarat's ongoing projects, including our current initiatives in Nineveh. This will provide practical experience in applying M&E and social media skills in active peacebuilding work.



Transportation Support

Transportation costs for the intern to join Madarat activities and meetings will be covered through our procurement and operational policy. Details will be discussed during the interview process.

Learning Outcomes and Future Opportunities

- Upon successful completion of the internship, interns will receive a formal certificate documenting the skills and experience acquired
- Based on performance and funding availability, there may be opportunities for the intern to transition to a fixed staff position

Application Deadline

Applications will be accepted until **April 15, 2025** or until the position is filled. The announcement will be published on **March 26, 2025**, and applications will be reviewed on a rolling basis.

Confidentiality and Code of Conduct

The intern will be required to maintain confidentiality of all personal information, reports, correspondence, and any other sensitive information they may have access to during their internship. Access to information will be provided on a need-to-know basis. The intern must protect all financial information, donor information, and prevent confidential information from being revealed during official and other discussions.

The intern will be provided with and must adhere to Madarat's Code of Professional Conduct, which includes guidelines on preventing bribery, accepting benefits, conflict of interest, handling classified information, and use of organization property.

Note: This is an unpaid internship focused on professional development and learning. It is not intended to replace paid employment.