



# SAHAR EL BACHIR

MEDIA & COMMUNICATIONS  
SPECIALIST

## CONTACT

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- [Sahar Al Bashir](#)

## EDUCATION

### Bachelor of journalism

The Lebanese University  
Faculty of Media and Documentation  
2004-2007

## SKILLS

- Creativity
- Problem-solving
- Teamwork
- Thrive under pressure
- Visualizing information
- Copy editing
- Creative writing
- Basic design and video editing
- Tailoring & conducting training
- Photography

## ABOUT ME

I bring over 15 years of dynamic experience in media and communications within esteemed international NGOs and prominent regional media platforms. My career journey has been marked by progressive growth, working collaboratively with diverse teams across Lebanon, the MENA region, and globally. Central to my role has been the strategic design and implementation of communications strategies, meticulously crafted to amplify the advocacy objectives of each project. My expertise extends beyond strategy development; I have proven experience in tailoring and delivering comprehensive media and communications training programs.

## EXPERIENCE

### Conflict Sensitive Communication & Media Consultant

Oxfam Italia

July 2024- April 2025

- Development of a national-level communications plan that focuses on social cohesion & conflict sensitivity
- Develop sub-communications plans for four thematic campaigns: inter-faith, media, sports, and music
- Develop a Conflict & Gender-Sensitive Reporting Toolkit
- Training & mentoring journalists on conflict & gender-sensitive reporting

### Local Producer

Television Espanola (Spanish National TV)

November 2023 & January 2024 (two assignments)

- Identify stories & interviewees
- Manage bookings, coordinate scheduling, & oversee logistics
- Brief the team on the situation and context
- Liaise with local authorities for permissions

## **Liaison and Communications Officer**

Minority Rights Group

November 2023- currently

- Support MACS team in drafting and implementation of the communications plan
- Support sub-grantees in their communications efforts in line with MRG and EU's communications guidelines
- Support MACS team in selecting advocacy sub-grantees
- Support in events and workshops organizations
- Follow up with sub-grantees on their projects

## **Digital Advocacy Trainer**

Equality Now (two workshops)

May 2023

- Training material preparation
- Training of young women activists on digital advocacy on topics related to SGBV & YW's political participation
- Support the YW in drafting their digital advocacy initiatives
- Report on learning progress
- Separate training session were provided to YW from Egypt & Palestine

## **Regional Media & Communications Officer**

Equality Now

March 2022- Feb 2023

- Design & implement MENA advocacy communications strategy
- Lead on the media management
- Support the program's teams in the execution of campaigns and partners' crowdsourcing
- Oversee and implement the cross-regional communications strategy for the YW4A project (Kenya, South Sudan, Palestine, & Egypt)
- Support and oversee the advocacy communications activities for the Legal Equality Global Campaign
- Build the capacities of local partners through training and providing technical support

## **Producer of the Climate Change Story Gathering**

Oxfam GB

August 2021 - November 2021 (consultancy)

- Identify stories, experts, and interviewees
- Coordinate shooting dates and logistics
- Oversee the material and provide transcripts

## **Producer of a short video**

Oxfam MENA platform

"Inequality in MENA: Building a New Narrative" Project

August 2021 (one month consultancy)

- Script writing & full supervision of the production
- Supervise editing and subtitling

## **Senior Media & Communications Officer**

Oxfam in Lebanon

June 2018- June 2021

- Work closely with the policy team to plan & implement the advocacy actions
- Design & implement the media & communications strategy
- Support programs' teams & partners in developing visibility & communications plans
- Provide technical support & training to local partners on advocacy communications tools
- Liaise with relevant staff at regional and international level to maximize the use of the contents generated

## **Communications Coordinator**

Mercy Corps

INTAJ project funded by UKAid

Sept 2016- May 2018

- Revise and implement communication strategy and oversee all communication activities and material
- Manage the communication team and ensure the workflow and timely production
- Ensure the strategy includes UKaid's branding guidelines

## **Communications Consultant**

Assabil- Friends of Public Libraries Association

April 2016- June 2016

- Design visibility & communications strategy
- Oversee projects' communications planning
- Supervise design templates
- Networking with local media, NGOs, and various stakeholders

## **Programs Producer**

Al Mayadeen Satellite Channel

Feb 2014- Sept 2015

- Develop programs concepts & manage production
- Approve direction approach, light designs, and set designs
- Work closely with script writers & researchers

## **Assistant Producer**

Al Mayadeen Satellite Channel

June 2012- Jan 2014

- Supervise & coordinate graphics, editing, and running orders
- Follow up with reporters & script writers to ensure deadlines are met
- Work closely with operations team
- Contribute to ideation & attending editorial meetings

## News Editor

Sama Link Production House

April 2011- March 2012

- News editing and reports' writing
- Propose cultural and social stories and produce features

## Program Researcher

MBC Group

Jan- March 2011

- Prepare research files for designated topics
- Coordinate with guests and shooting dates

## Media Coordinator

Permanent Peace Movement

The Annual Meeting of "Global Partnership for Prevention of Armed Conflict"

Nov- Dec 2010 (consultancy)

- Develop media plan for the annual meeting in coordination with the organizers
- Prepare newsletters, press releases & media kit
- Invite media and liaise with participants

## Project Coordinator

Norwegian People's Aid

The "March for Palestinian Civil & Socio- Economic Rights in Lebanon"

May- June 2010 (consultancy)

- Outreach to Lebanese & Palestinian NGOs & parties in Lebanon
- Liaise meetings and logistics

## Media & Outreach Coordinator

Welfare Association

March 2009- April 2010

- Develop media and communication plan
- Prepare newsletters, press releases, case studies & media kit
- Organize meetings with partner NGOs
- Oversee the production of posters, flyers, & short videos

## Programs Researcher

Ebtikar Media Production

Feb- Oct 2009

- Prepare research files for designated topics
- Coordinate shooting dates
- Draft scripts and reports

## Media Coordinator

Youth Committee for the Commemoration of the 60th Anniversary of NAKBA

Jan- Dec 2008 (part-time)

- Design and implement communication and media plan
- Prepare periodic factsheets & press releases
- Media monitoring & analysis
- Manage online platforms (Facebook & blog)
- Media networking

## Project Coordinator

Ajial Center

Cover & Discover" photography project

June- Dec 2008 (part-time)

- Coordinate participants and training sessions
- liaise between Ajial Center and partners
- Logistics

## MEDIA AND JOURNALISM

Local producer with Television

Espanola (Nov 2023 & Jan 2024)

- [Israel ataca el Líbano con fósforo blanco](#)
- [Periodistas del Líbano denuncian ataques de Israel](#)
- [Los palestinos del campo de Shatila, Beirut, viven la destrucción de Gaza como propia](#)
- [La guerra de Gaza vista desde el campo de refugiados de Shatila en Beirut](#)
- [Personas desplazadas por los ataques de Israel en el sur del Líbano](#)

L'oreint Today

- [South Lebanon farmers fear losing this year's olive harvest to bombs](#)

Raseef 22

- [Conditions of Journalists in Lebanon](#)
- ["Medicine is no longer a priority"... Medicine prices are "killing" the Lebanese people](#)
- [Losing the wife's alimony to protect the Lebanese Lira](#)

## WORKSHOPS & TRAINING

- Photojournalism, Studio Flashes, & Conceptual Photography, by Fine Art Photography Academy (FAPA)
- Campaigning, Advocacy, and Leadership Programme, by Oxfam International
- Storytime Webinar Series, organized by Oxfam International
- Gender and Media Training, organized by Oxfam
- Strategic Communication Certificate, by the Journalism and Communication Training Program at the American University of Beirut
- Digital Accelerate Programme, by Oxfam international
- Conflict Resolution & Transformation, Summer School for Emerging Leaders in Conflict Prevention and Transformation, organized by the Lebanese American University
- Training of Trainers, organized by Social Media Exchange
- Photojournalism training organized by "NPA" & the Norwegian Union College

## LANGUAGES

Arabic: Excellent (Spoken, written, & read)

English: Excellent (Spoken, written, & read)

Spanish: Beginner- intermediate (Spoken, written, & read)

## REFERENCE

Available upon request