Terms of Reference for Content and Community Manager

Position Title: Content and Community Manager
Reports to: ECDAN Executive Director
Start Date: As soon as possible and position open until filled
Salary/daily rate: Negotiable
Job Type: Consultant

ECDAN Overview

Launched in 2016 by UNICEF and the World Bank Group, the Early Childhood Action Network (ECDAN) is a global network that connects, gathers, disseminates, and advocates for cross sector solutions to improve the overall wellbeing of young children and families so that every young child is safe, well-nourished, healthy, happy and learning. Since its inception in 2016, hundreds of members of the ECD community have contributed recommendations for the type of network needed by the ECD community to advance the goals of its agenda - moving from science to scale and accelerating progress towards achieving the relevant Sustainable Development Goals for early childhood development.

Purpose

The ECDAN Secretariat seeks to engage a Content and Community Manager to be an integral part of the ECDAN Secretariat based in Washington DC and working with ECDAN partners and networks across the world. The Content and Community Manager will be ECDAN's lead on ensuring that ECDAN's online website and knowledge and community platform is updated, responsive, and a hub for a thriving, global ECD community.

They will focus on delivering maximum value to users and continually seeking to understand and respond to user needs while monitoring and improving the overall site experience. They are the first point of contact for anyone needing assistance with the site, ensuring that users have the content, answers and connections they need to deliver impact for ECD. They will also routinely collect, synthesize and compile resources from external sources to keep the site relevant and interesting and will work with the Communications and Program Associate to send out engaging site updates and announcements featuring what’s new and interesting on the site.
Our ideal candidate will have expertise and interest in managing online content and communities. They will have a high level of responsibility for establishing and maintaining effective and constructive working relationships both internally with the ECDAN team and externally and will be responsible for active and interactive communication across the network. The successful candidate will have the opportunity to grow a dynamic global network, have the ability to prioritize and balance multiple assignments. They will be collaborative, proactive, resourceful, and dependable.

Duties and Responsibilities

The Content and Community Manager will support the ECDAN Secretariat with the following tasks:

Content Manager

- The content manager will oversee all content creation and updating activities for ECDAN’s knowledge platform and website.
- Facilitate a participatory process with ECDAN secretariat to develop content strategy and standards aligned with ECDAN's short-term and long-term strategic goals.
- Ensure that ECDAN's knowledge platform and website are regularly updated and maintained in accordance with the content strategy, and the design style and layout guidelines established by ECDAN's design consultants.
- Co-develop guidelines for the content curation process for ECDAN and implement process for gathering ECDAN's online content.
- Ensure content is of a high standard by editing, proofreading, and ensuring they are from reputable sources.
- Coordinate with the Community and Program assistant on the development of the website content including contacting and identifying writers for blogposts and articles; featuring fresh resources on ECDAN’s homepage; collecting and featuring success stories; ensuring that past webinars and other knowledge products are promptly uploaded on the knowledge platform and advertised to users.
- Liaise and communicate with content producers to ensure their content reflects ECDAN's standards.
- Use content management and analytics systems to analyze website traffic and user engagement metrics and track selected KPIs.
- Liaise with ECDAN's Communications and Program Associate to repurpose content and distribute content to other online channels and social media platforms to increase web traffic as well as repurposing content for other mediums like video and infographics.
- Develop an editorial/content calendar and ensure that the ECDAN secretariat and communities of practice follow the calendar.
- Ensure compliance with law (e.g. copyright and data protection).
• Liaise with ECDAN secretariat members to stay up-to-date with developments and generate new ideas to engage ECDAN’s different stakeholder groups globally
• Maintain, & update ECDAN’s knowledge databases in collaboration with the Secretariat for ECDAN's knowledge platform
• Optimize content according to SEO
• In collaboration with the web developer, provide periodic reports of ECDAN’s knowledge platform's usage & support the development and implementation of strategies to improve access to and usability of ECDAN's knowledge platform, ensuring that the right knowledge products are being accessed and used by relevant stakeholder groups.
• Track any bugs and issues that arise, troubleshoot and fix what is possible and periodically liaise with Higher Logic to fix issues
• Keep track of long-term updates to be made to the website and the platform
• Develop a branding strategy and guidelines in accordance with the design decisions.

Community Manager

• Serve as the network’s internal and external online community manager to increase engagement of existing community members
• Recommend and implement engagement tactics, design and execute marketing campaigns including incorporating community into programming, communications strategy, annual conferences, events and other relevant initiatives
• Map goals and priorities to increase community engagement for upcoming year, and develop tactical plan to support attainment of these goals
• Develop on-brand messaging that best represents the voice of the community and tone online and incentivize user-generated content creation and sharing
• Create and maintain KPI dashboard on community engagement performance
• Conduct annual performance evaluation, and establish goals to support continuing community growth
• Monitor and report on feedback and online reviews
• Organize and participate in events to build community and boost awareness about ECDAN and ECD-related initiatives
• Stay up to date with digital technology trends
• Respond to comments and user queries in a timely manner and flag issues with the ECDAN secretariat
• Coordinate status updates to report on outstanding and recently resolved issues
Qualifications

- 3-5 years of proven work experience as a content manager and/or community manager with relevant experience with content management systems and community management platforms
- Hands on experience with relevant software and programs like MS Office, HigherLogic,
- Basic working technical knowledge of HTML, CSS and web publishing preferred
- Knowledge of Google Analytics, SEO and web traffic metrics
- Bachelor’s degree in relevant field pertaining to journalism, marketing, or web development
- Experience launching community initiatives (e.g. building an online forum, launching an ambassador program...)
- Familiarity with the business applications of social media platforms (Facebook, Twitter, YouTube, LinkedIn, etc.)
- Strong creative written and verbal communication skills
- Experience working with cross-functional teams and ability to multi-task in a fast-paced, deadline-oriented environment for a growing, dynamic network
- Strong organizational skills and attention to detail
- High level interpersonal skills and cultural sensitivity to work with diverse networks across the world
- Self-motivated with ability to work both as part of a team and independently
- Possesses a spirit of intellectual curiosity, creativity, and innovation

Duration of task completion
The assignment is by contract for 8 months and duration will be from January 2020 to August 2020. The contract may be extended depending on performance and availability of funding.

Procedure for submission of expression of interest
- Interested consultants should submit documents mentioned below to info@ecdan.org with the subject “Content and Community Manager”
- An updated resume highlighting your specific relevant experience
- An application letter including remuneration requirements (daily rate).
- Only short-listed candidates will be contacted

Deadline for applications is December 15, 2019 at 11:59pm (EST).