

Terms of Reference

Social Media Writer/ Producer/Strategist Part-time Consultant

Background/General Description

Are you a passionate advocate for education? Do you want to make a difference in the lives of children in the world's poorest countries? The Global Partnership for Education would like to hear from you.

The Global Partnership for Education (GPE) works with 65+ developing countries to ensure that every child receives a quality basic education, prioritizing the poorest, the most vulnerable and those living in fragile and conflict-affected countries. GPE mobilizes financing for education and supports developing countries to build effective education systems founded on evidence-based planning and policies.

Established in 2002 as the Education For All Fast Track Initiative, GPE has evolved into an independently governed partnership of governments, civil society, multilateral organizations, private sector and foundations.

The Board of Directors is GPE's governing body, sets its policies and strategies and approves all funding. Since 2002, GPE has allocated approximately \$4.6 billion in education grants to developing countries.

With about 90 staff, the GPE Secretariat is hosted by the World Bank in Washington, D.C. As a consequence of the partnership taking a greater leadership role in achieving international development goals in education, the Secretariat is developing its capacity to support country-level processes and meet expectations from the partnership's stakeholders to achieve concrete results and education outcomes for children in developing countries.

Duties and accountabilities

The social media consultant will support the Global Partnership for Education (GPE) communications team in the design and implementation of effective communications and outreach activities through social media channels. The consultant will report to the Communications Officer of Digital Marketing and is expected to work 2-4 hours per day, up to a maximum of 1200 hours (150 days) per year.

- Daily production and delivery of compelling written and visual content for GPE corporate social media accounts - Twitter, Facebook, Instagram and LinkedIn.
- Daily review and monitoring of all GPE social media channels for any risks or opportunities.
- Daily review of GPE's Global Education Buzz content curation tool and email alert.
- Regular production of short social media strategy documents for various events, missions, campaigns, etc.
- Regular production of analytics reports to analyze performance of accounts.

Selection Criteria:

- Minimum 3 years hands-on experience copy-writing and developing content for corporate, government or non-profit social media channels (Facebook, Twitter, Instagram, LinkedIn) with global audiences exceeding 100,000 followers.

- Minimum 3 years hands-on experience copy-writing for C-level officials' personal social media accounts.
- Spoken and written fluency required in English with strong proficiency in French preferred.
- Established knowledge of the required techniques, approaches, tools, and methodologies for effective management and monitoring of social media channels.
- Possess strong writing and presentation skills.
- Possess strong sense of visual design principles.
- Experience using graphics software such as Adobe Suite or others preferred.
- Strong organizational, research and analytical skills. High attention to detail.
- Strong experience using Google Analytics and Microsoft Excel.
- Demonstrate cultural sensitivity and interpersonal skills, ability to interact with people at various professional levels and diverse backgrounds.
- Personal and professional integrity, self-motivation and proven ability to work under minimum supervision.
- Excellent computer skills; ability to use standard World Bank Group technology packages, e.g., MS Office, O365, Outlook, etc.
- Ability to work independently and as part of a team. Demonstrated willingness to provide help, assistance and support to members of the team.

Start date approximately June 15, 2017

To apply or seek more information, please contact Livia Barton – lbarton@globalpartnership.org