

Terms of reference – Online communication consultant (website)

Background

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

GPE is a global fund and a partnership whose members include close to 70 developing country governments, more than 20 donor nations, multilateral development and humanitarian agencies, as well as organizations from the private sector, philanthropy, civil society and the teaching profession.

The GPE Secretariat of over 100 full-time staff is hosted by the World Bank with headquarters in Washington DC and offices in Paris and Brussels. In the Secretariat, the Communications Team is looking for an **online communication consultant** with qualifications in website usability, information architecture, SEO, as well as content writing.

Position

This position is a short-term consultancy (STC) for 90 days between October 2020 and April 2021, with possibility to add days and extend the contract if the work requires it and the two parties agree.

The consultant will work in close collaboration with the small website team and the rest of the communications team, and report to the website team lead.

The consultant will work remotely, be based preferably in the US eastern time zone, and join weekly team meetings.

Duties and accountabilities:

- Support the work of the web team for the 4th financing campaign (launch on Oct. 7). This can include:
 - Drafting and adapting content for new pages
 - Reviewing campaign pages and proposing improvements to increase reach and engagement

- Improve SEO
- Supporting monthly web analytics reporting by:
 - Reviewing GA dashboard and identifying trends, what works and what doesn't
 - Proposing and implementing solutions to capitalize on successful pages and using best industry practices
- Support implementation of website survey by helping to finalize draft questionnaire, launch and monitor the survey, prepare results report and propose recommended changes based on the findings
- Support the integration of the effective partnership new microsite in the GPE website
- Provide QA support when launching new features (like data visualizations)
- Produce content (for example blogs, news or other content types) and update webpages as required
- Other tasks linked to the website as needed.

Qualifications:

- Experience in creating compelling, clickable content for the web
- Basic or advanced knowledge of online best practices related to SEO, UX design, results measurement
- Basic knowledge of HTML, Photoshop and content management systems such as Drupal or WordPress
- Ability to size and crop photos
- Excellent attention to detail
- Complete fluency in English, including excellent writing skills; additional languages (particularly French) are a plus
- Excellent research, analytical and writing skills.
- Ability to work in fast-paced, multi-cultural environment
- Minimum of 3 years' experience in similar capacities

To apply: Please send your application + CV to information@globalpartnership.org with "Website consultant" in the subject line.

Deadline for application is October 2, 2020.