

Opportunity Advertisement

Date: 8th of May 2019

Scope and deliverables

The consultant is to develop and professionalise our online presence and set targets to significantly increase website traffic, our social media community and media hits by introducing innovative, creative and engaging methods of showcasing our work. The Digital communications consultant will work across all Strategic Business Units (SBU) in the country office and the wider Southern Africa Cluster to support digital marketing and communications campaigns which may arise.

About us

The British Council is the UK's international organization for cultural relations and educational opportunities. We create friendly knowledge and understanding between the people of the UK and other countries. We do this by making a positive contribution to the UK and the countries we work with – changing lives by creating opportunities, building connections and engendering trust.

The British Council connects people of other countries with learning opportunities and creative ideas from the UK. We work in over 100 countries, connecting millions of people with the United Kingdom through programmes in the English language, the Arts, Education and Society.

Context and environment:

The Sub-Saharan Africa (SSA) region spans 20 countries, 30 offices, employs over 500 staff. Its key programmes are in skills and entrepreneurship, education and the arts. The region also runs English language teaching, examinations services, professional courses and a number of large contracts on behalf of development organisations.

British Council Zimbabwe is entering a busy period of programme activity and needs to ensure that there is adequate resource to support the communications and social media dimensions of our work to maximize reach, engagement and impact.

Main duties and accountabilities:

The main duties of the post are:

General:

- Developing and managing digital marketing campaigns
- Implementing and contributing to the country social media strategy
- Creating and maintain webpages
- Writing and optimising content for the website and social networking accounts such as Facebook and Twitter
- Tracking and analysing website traffic flow and providing regular internal reports
- Fixing any errors or bugs in online content
- Making use of video and photography to tell stories
- Editing and posting videos, podcasts and audio content to online sites
- Arranging webinars and webcasts
- Identifying new trends in digital marketing and evaluating new technologies
- Ensuring the brand is at the forefront of industry developments
- Working on printed material to supplement online products
- Attending product launches and networking events

Arts - Creative Enterprise Support programme:

The local digital consultant will support and /or work closely with local and regional digital communications consultant to deliver against the creative enterprise support programme in Zimbabwe.

Deliverables for this Activity:

- Undertake audience insight, in order to understand the digital skills needs of young (18 – 35-year-old) Zimbabwean ‘creatives’ that can be met in the online space;
- Design and deliver tailored programme posts to share programme activities, new insights coming out of the programme delivery,
- Communicate the impact of the programme, assessed against *Creative enterprise support programme* Theory of Change

Next Generation:

- Leading the development of a communications strategy and the roll-out of Next Generation Communications strategy with clear outputs with special emphasis on digital work
- Working closely with the Next Generation Youth Task Force in supporting the roll out of communications for Next Generation before and after the launch
- Working closely with regional and UK communications team in management of communications for Next Generation Zimbabwe and final layout of the report
- Working closely with research consultants to help incorporate research elements into communications strategy e.g. create teasers for promotion of Next Generation as well as final layout of the report
- Supporting the distribution of final product on digital platforms

Library & Information Services:

- Creating promotional material leaflets for Library and Information Services and Management Express forums
- Supporting their promotion on digital platforms
- Revamp the LIS page on the website which customers are currently using for renewal of books and accessing resources – this will include working with the digital team in UK and region
- Document the customer journey for members joining the Library especially the E-Resources

Education:

- Profile and maintain visibility of Connecting Classrooms and World Voice activities
- Document and capture case studies and school visits including school-based interventions;
- Capture School Partnership events on twitter and Facebook
- Capture Book Aid/British Council Book donations

Key deliverables of the consultancy are;



1. Creating and implementing innovative, creative and relevant digital content which increases British Council presence and visibility in country.
2. Monitoring online performance using analytics software and using this to identify risks and opportunities
3. Use of video and photography to document and communicate to wider audiences
4. Act as brand champion; monitoring and maintaining the correct use of the British Council brand and communications guidelines across projects and partners
5. Development of case studies, brochures, presentations and partnership materials

Skills and expertise

- Certificate of Online Proficiency' from Google's 'Digital Skills for Africa' online learning portal
- Relevant qualification in Marketing, IT or Communications
- Editorial skills, especially content planning and content production
- Copy Writing
- Image editing ability in photoshop
- Understanding of social media behaviour and web user journeys
- Interest in youth identity and culture in Africa
- Team working: ability to work collaboratively to achieve a goal
- Communication: communicates effectively with awareness of a diverse audience in speaking and writing in English
- Using technology: able to use Office software to manage documents or processes
- Knowledge of Content Management Systems such as WordPress or Drupal
- Resourceful and problem solving
- Focussed and independent time management

Key Relationships

- Country Director
- Programme team
- SBU Leads
- Country communications and customer service managers
- UK Corporate HQ colleagues in marketing and digital

British Council Behaviours

- Making it happen Delivering clear results for the British Council
- Working Together Establishing a genuinely common goal with others

NB: DEADLINE FOR SUBMISSION OF APPLICATIONS SHALL BE 23 MAY 2019. ALL SUBMISSIONS SHALL BE MADE TO SAProurement@britishcouncil.org.