

TERMS OF REFERENCE – DIGITAL & SOCIAL MEDIA/ ENGAGEMENT SPECIALIST

INTRODUCTION

Share-Net International (SNI), the knowledge platform on Sexual and Reproductive Health and Rights (SRHR), is a membership network of non-governmental organisations, researchers, policymakers, implementers, advocates, students, the media and companies operating in the SRHR field, working closely with a wide range of partners across the globe. We foster a continued dialogue between our members, where we analyse and synthesise state of the art knowledge aiming at evidence informed policies and practices. SNI addresses both sensitive and neglected topics and our members do not shy away from discussing these in the safe spaces that we offer. Our core values include transparency, diversity, collaboration, participatory, integrity, safety, and using rights-based approaches. We are organised in seven country hubs: Bangladesh, Burkina Faso, Burundi, Colombia, Ethiopia, Jordan and the Netherlands with its headquarters in the Netherlands as well. Each country hub is hosted by a local organisation, SNI is hosted by KIT Royal Tropical Institute.

As SNI continues to grow geographically, more need arises to have a space in which all SNI members, partners and country hubs can connect. To encourage the expansion of the network and make our work more accessible, SNI decided to develop a digital platform to ensure knowledge sharing, matchmaking, and international knowledge exchange can happen more effectively at an international level. The digital platform will be based on the needs of all Share-Net members and the wider SRHR community.

The overall objectives of the digital platform are to provide an interactive platform for all those working and interested in SRHR, to promote knowledge sharing across Share-Net's country hubs in one single platform (including but not limited to: Communities of Practice, membership, events, SRHR services, and resources), to connect/match members across all country hubs and SNI with one another and to act as a connector for SRHR professionals worldwide. The digital platform will serve as an interactive space where users can connect with each other, as well as discover and access up-to-date and curated SRHR information. The development of the Digital Platform not only contributes to SNI's short-term goal of improving access to SRHR information and knowledge for policy makers, practitioners and researchers but will allow for the autonomous networking and building of synergies between SNI members globally which supports the network development aspirations of SNI.

As for July 1st 2021, Share-Net International is looking for a Digital & Social Media/Engagement Specialist (24 hours/week) for an initial duration of 6 months with possible extension. The hours should preferably be divided among 4-5 days a week.

JOB DESCRIPTION

As the Digital & Social Media/Engagement Specialist of Share-Net International, you will drive the engagement of the members, develop content and moderate the soon to be developed Digital Platform of Share-Net International. You will engage Share-Net members from around the world in conversations and discussions through the platform and social media. Using your creativity and ambition for innovation, you will respond to ongoing trends in online moderation and social media and collect analytical data to take the Digital Platform and Social Media to the next level. You will be part of the Share-Net International team, but also collaborate with the country hub secretariats to develop and promote content from all the hubs.

Specific tasks of the Digital & Social Media/Engagement Specialist include:

- Stimulating conversations and discussions with Share-Net members and the wider online SRHR field through the digital platform and social media
- Moderating the digital platform (manage users, engage users online, stimulate conversations and connect members)
- Managing membership requests of Share-Net International members
- Managing the Share-Net International's social media, such as Instagram, Twitter, and LinkedIn
- Collaborating with the country hub secretariats to develop content
- Keeping the digital platform up to date with relevant news, resources, and events from the SRHR field
- Regular user testing with Share-Net members to improve the platform
- Collecting analytics on the digital platform and social media and use these to propose ways to improve the platform
- Being the focal point for the developers and work with them to improve the platform.

PROFILE

- A clear commitment to the platform's strategic vision and values
- 2-4 years of experience in a similar role
- Bachelor's degree in a related field
- Proven proficiency in social media and content writing
- Broad knowledge and interest in SRHR
- Be culturally sensitive, have experience with working with sensitive topics
- Keen networker
- Knowledge of WordPress and CRM systems, and Illustrator/Photoshop, or willingness to learn
- Creative, having an eye for innovation
- Proficiency in spoken and written English (any other language regarding the countries we work in such as French, Spanish, Arabic, Bengali or Kirundi is a plus)

WE OFFER

The salary offered will be based on qualifications, expertise and years of experience. You will be part of the Share-Net International team, but you will mainly be working online.

The initial assignment is for 24 hours/week, six months, with the possibility of an extension. We prefer that the hours can be divided among 4-5 days a week.

ARE YOU INTERESTED?

If you are interested in applying please send your CV and a short motivation letter where you highlight why you would be the perfect candidate for this job to Dorine Thomissen, Share-Net International Coordinator via d.thomissen@kit.nl and Charlotte van Tuijl, Share-Net International Project Officer via c.v.tuijl@kit.nl.

The deadline for application is **19th of May 2021 5 PM GMT+2**. The first round of interviews will take place on the 1st of June and the second round of interviews on the 4th of June 2021.

If you have any questions regarding the vacancy, please do not hesitate to contact us.