EVERY 1 MOBILE

PRINCIPAL CONSULTANT - PROGRAMME DESIGN APPOINTMENT BRIEF

JULY, 2017

# OXFORD HR
WORLD LEADERS

INTRODUCTION

This is an exciting opportunity for an exceptionally smart and creative individual to work on projects making a real difference to the lives of people across Sub-Saharan Africa and beyond. You will be leading on the design of mobile digital programmes involving websites, apps and digital messaging, whose aim is to provide knowledge and provoke attitude and behaviour change for projects funded by clients including Government bodies such as DFID, USAID, funders, donors and major corporations.

You will be joining a multicultural and multidisciplinary team based in Nairobi, Kenya or Cape Town, South Africa, who share a passion for making a difference whilst working in a cutting edge sector.

ABOUT EVERY1MOBILE

Every1Mobile is a mobile services and technology company which designs, builds and runs large digital social impact programmes across sub-Saharan Africa. Every1 Mobile works with both the corporate and the international development sectors, using the power of mobile technology to deliver sustainable socio-economic inclusion to the bottom of the pyramid and emerging middle class.
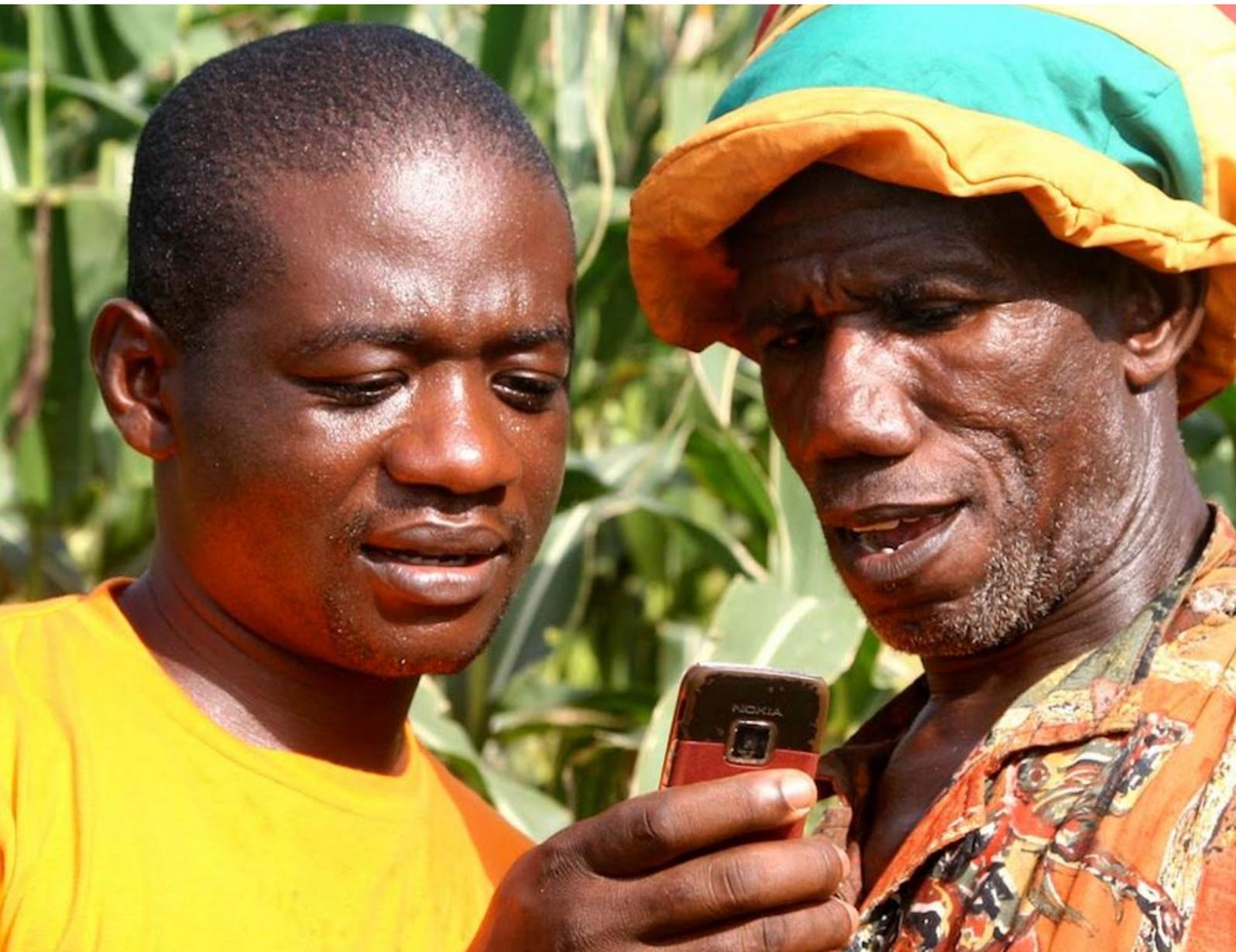
THE ROLE

Whereas the Project Manager is responsible for delivering project activities on time and to budget, the Principal Consultant -Programme Design, is responsible for the strategic and creative direction of the project, with a strong mandate to ensure we are delivering real impact to end users and high quality services to clients, whilst also identifying further commercial opportunities.

The role entails taking responsibility for the overall creative strategy of a project, encompassing:

• Needs analysis (identifying and clarifying client and user needs);
• Impact strategy (understanding the social development problem at hand, causes, possible solutions, best practice);
• Design strategy (what the site's functionality and features should be, creative direction around look and feel);
• Content and community management strategy (what sort of content we produce, how we produce it, how we manage the community and content production to meet programme objectives, the content may be within the website and/or via social media);
• Monitoring, Evaluation and Learning (how we measure and report on the projects; how we track, share and action what we learn);
• To a lesser degree, user acquisition and retention strategy (top level recommendations to support the marketing strategy).

For the duration of the project, the Principal Consultant -Programme Design will work regularly with the Project Manager, Head of Content, Design and Technical teams to monitor and guide progress of the project and ensure excellent standards are maintained.

PRINCIPAL CONSULTANT - PROGRAMME DESIGN

SALARY: Competitive salary in line with similar sized companies

LOCATION: Cape Town, SA or Nairobi, Kenya

CONTRACT: Permanent, subject to a 3 month probation period

REPORTING: Head of Programme Design – Digital

Travel: To Project countries in Sub-Saharan Africa (approximately 6-10 weeks per annum)

RESPONSIBILITIES

Team Responsibility

As a Principal Consultant - Programme Design, you will be part of a small team that delivers programme design for most new projects (with the exception of some very small projects).

Lead Responsibilities

You will work with clients to define or refine programme objectives and approaches, playing a strong advisory role throughout the project.

You will be conducting or coordinating remote or face-to-face consultations/workshops with clients, target audiences and subject matter experts. You will be conducting or briefing desk research.
You will need to ensure you rapidly gain a strong grasp of the social development area being addressed, with a focus on understanding the context, problem, origins, previous work in the field and possible opportunities for addressing it.

You will also need to ensure you rapidly gain an understanding of methodologies being employed by the client, for example, social norm or behaviour change theory.

You will be creating and presenting concept notes and design briefs to internal teams and clients:

- Lead on the definition of project objectives and theory of change models, using your understanding of theory to propose practical digital solutions;
- Collaborate on the definition of user personas, scenarios, and user stories along with UX and technical teams;
- Define or translate brand and brand messaging into the digital environment;
- Define of M&E frameworks tailored to the digital environment;
- Define of top level content and community management strategies;
- Devise and articulate top level marketing strategies;
- Work with the Data Analysis Manager and subject matter experts to develop rigorous M&E tools including surveys.

Cross-Functional Responsibilities: Programme Delivery

You will provide input and sign off on information architectures, flows, wireframes and high fidelity mock-ups, in conjunction with the UX & UI team

You will monitor content and community management delivery (including social media content) based on strategies and approaches defined during the programme design process. That will include:

• Contributing to creative workshops;
• Signing off or monitoring content plans and graphic briefs throughout the duration of the project.

You will support on the development of internal and external reporting templates and processes, reviewing scope and budget, and help define appropriate work plans with the Project Manager. You will contribute to capacity planning, such that project deliveries are matched to resource capacity for the functions within your responsibility, and you will identify the potential need for partners to deliver aspects of project delivery; work with the COO/PM to specify, source and train them.

You will support the creation of social media strategies and implementation plans, as well as supporting on the definition of marketing and user acquisition strategies and implementation plans.

You will support Project Managers with problem solving to ensure continued excellence in delivering to programme targets and budgets, and contribute to report definition and writing.

Additional Areas of Work

• Proactively identify new business opportunities for account development within existing client projects;
• Work with UX design and technical teams to ensure sites and the E1M platform are being continually improved based on feedback from clients, users or community managers, or on data driven insights;
• Contribute to technical backlog prioritisation and functional specifications for site or CMS improvements;
• Work with the Head of Programme Design to review and improve operational processes;
• Work with the CEO, COO, and business development teams to identify commercial opportunities, contribute to pitches, proposals and budgets, or lead on the development of new work streams / business models;
• Maintain awareness of sector trends and innovations;
• Writing blogs or white papers, or presenting at events in order to showcase Every1mobile's work and expertise
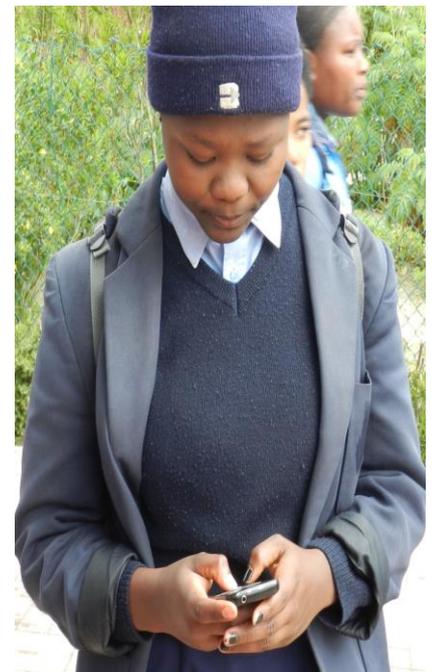
PERSON SPECIFICATION

Essential

- Extensive experience in project design for international development organisations;
- Excellent analytical skills, with demonstrable ability in gathering and assimilating facts and data from various sources;
- Ability and desire to work with teams from different economic and cultural backgrounds and across multiple language barriers;
- Ability to prioritise and manage a varied workload with a range of concurrent projects and deadlines;
- Practice in developing project monitoring and evaluation frameworks and of approaches used to measure outcomes and impact;
- Ability to conduct and collate desk-based and face-to-face research and needs assessments;
- Experience supporting new business and proposal development;
- Excellent relationship management with a range of stakeholders ideally including corporate, non-profit and institutional donors;
- Experience in designing and facilitating user centric needs assessment workshops
- Interest in driving development with technology;
- A solid sense of the commercial imperatives of a for-profit business.

Desired

- Specialisation in agribusiness, SMEs, SGBV, e-learning
- Experience of working in a tech4development organisation
- Proficiency in written and spoken French

All applicants must have the legal right to live and work in South Africa or Kenya. Please note that Every1 Mobile is not sponsoring work permits.

HOW TO APPLY

All correspondence, at this stage, should be via Oxford HR. To apply for this post, please complete our online application form and submit the following information **– preferably in MS Word**:
- An up-to-date curriculum vitae (of no more than 3-4 sides of A4)
- A detailed statement (of no more than 2-sides of A4) explaining why you are interested in this post and how your skills and experience make you suitable.
- The Oxford HR Online Form, which provides us with the key information we will need to take your application through to interview.
- Please note: also enclosed with this form is Oxford HR's Equal Opportunities Form. You are under no obligation to complete this. Any information you do provide will only be used in accordance with the Data Protection Act 1998, and will remain confidential. It will not be used as part of the selection process.

N.B. The documents should be saved in MS Word in the following format: Your First Name-Your Last Name-Document Name-Date (yymm) e.g:
- Pat-Jones-CV-1502
- Pat-Jones-Statement-1502

CLOSING DATE

Applications will be considered as they are received. **This role may close to applications before the planned closing date of 16th August 2017.**

SELECTION PROCESS

Applications will be reviewed as received. The candidates meeting the essential requirements will be screened by Oxford HR before the closing date of the advert. The shortlisted candidates will be then referred for formal interview with the Every1Mobile.

EQUALITY STATEMENT

Equality and diversity are at the core of Every1Mobile's values. Staff are expected to work collectively and individually to promote a constructive and sensitive approach to others from a variety of backgrounds, where the work of others is valued and respected.

QUERIES

If you have any queries on any aspect of the appointment process, need additional information, or would like to have an informal discussion, please contact Ana Fernandes or Amel Alariqi at **every1mobile-pd@oxfordhr.co.uk**

ABOUT OXFORD HR

Oxford HR operates globally, mainly within the international development and UK charity sectors. We carry out retained executive search mandates at board and senior management levels. We also offer human resource and organisational development consultancy.

Oxford HR has many years of experience in search as well as an extensive network of international development, social sector, corporate, public sector and academic contacts from across the world. We carry out comprehensive and often international searches designed to meet the specific needs of our clients.

Oxford HR's team members have significant personal experience of working in international development and the social sector as well as the corporate and governmental sectors. We are in a unique position to find and assess talented individuals from a variety of backgrounds.

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