



**OXFORD HR**  
WORLD LEADERS



**EVERY1  
MOBILE**

## **Appointment Brief**

**Programme Designer**

# Programme Designer

## Based in Brighton - UK

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 further. You will be leading on the design of mobile digital programmes involving websites, apps and digital messaging, whose aim is to provoke knowledge, and attitude and behaviour change for projects funded by clients including Government bodies, such as DFID, USAID, funders and donors and major corporations.

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

## About Every1 Mobile

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.

## Job Description

**JOB TITLE:** Programme Designer

**LOCATION:** Brighton, UK

**SALARY:** c£40,000+Benfites

**JOB PURPOSE:** Whereas the Project Manager is responsible for delivering project activities on time and to budget, the Programme Designer 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, high quality services to clients, whilst also identifying further commercial opportunities. For the duration of the project, the programme designer 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.

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 Every1Mobile produce, how they produce it, how they 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 they measure and report on the projects; how they track, share and action what they learn);
- To a lesser degree, user acquisition and retention strategy (top level recommendations to support the marketing strategy).

**REPORTING LINES:** Role reports to the Head of Programme Design.

### Team Responsibility:

As Programme Designer you will be a part of a small team who will deliver programme design for most new projects (very small ones may be an exception).

## **Lead responsibilities: Programme Design Strategy**

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 audience 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. You will lead on the definition of project objectives and theory of change models, using your understanding of theory to propose practical digital solutions. You will collaborate on the definition of user personas, scenarios, and user stories along with UX and technical teams. You will also lead on:

- Definition or translation of brand and brand messaging into the digital environment;
- Definition of M&E frameworks tailored to the digital environment;
- Definition of top level content and community management strategies;
- Devise and articulate top level marketing strategies.

You will work with 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, and wireframes and high fidelity mock-ups in conjunction with the UX and 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:

- Contribute to creative workshops;
- Sign off or monitor 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 project manager. You will contribute to capacity planning such that project deliveries are matched to resource capacity for the functions within your responsibility. You will identify the potential need for partners to deliver aspects of project delivery; work with the COO/PM to specify, source and train.

You will support in the creation of social media strategies and implementation plans, ongoing, 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 budget, 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 is 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.

## **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. (Please look at “Advice for Candidates” on the Oxford HR website for hints on how to write a successful statement).
- 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 (yyymm) e.g:

- Pat-Jones-CV-1705

- Pat-Jones-Statement-1705

Please note: If we ask about your nationality or right to work in the country where the job is based, it is because many countries have immigration restrictions which require us to know. For instance, the UK now insists that people without a valid right to work cannot be appointed (even if they are the best candidate) above someone with an existing right to work in UK, even if that person only barely meets the requirements. Please indicate if you have a current right to work in any post, not just in your current post.

The above information should be submitted via Oxford HR's online application form. Any queries should be sent to Oxford HR by email to: [every1mobile-pd@oxfordhr.co.uk](mailto:every1mobile-pd@oxfordhr.co.uk). Applications are welcome until the deadline of midnight GMT on the 29<sup>th</sup> May 2017.

## Next Steps

Oxford HR, together with Every1Mobile, will then agree upon a Long-list of candidates. These candidates will be invited to participate in a preliminary interview with Oxford HR during the week commencing the 29<sup>th</sup> May 2017. A Shortlist of candidates will then be selected and invited to final interviews with Every1Mobile.

## Equality Statement

Equality and diversity is at the core of Every1Mobile values. Staffs 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.

## About Oxford HR

Oxford HR operates globally - mainly within the international development and related 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 recruitment as well as an extensive network of international development, corporate, public sector and academic contacts from across the world. We carry out comprehensive and 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, as well as corporate and governmental sectors. We are in a unique position to find and assess talented individuals from a variety of backgrounds.