

TITLE: LV Digital Engagement Assistant	
TEAM/PROGRAMME: The Literate Village Project	LOCATION: Cairo
GRADE: 5	CONTRACT LENGTH: Till December 31 st 2024 (with possibility of renewal)
<p>CHILD SAFEGUARDING: Level 3: The post holder will have contact with children and/or young people <i>either</i> frequently (e.g. once a week or more) <i>or</i> intensively (e.g. four days in one month or more or overnight) because they work country programs; or are visiting country programs; or because they are responsible for implementing the police checking/vetting process staff.</p>	
<p>ROLE PURPOSE: Save the Children implements the USAID funded Literate Village (LV) project. The project’s goal is that women (especially mothers) and primary school aged children in targeted villages possess the necessary literacy and life skills for continuous learning and self-improvement. LV’s expected results are: quality of reading instruction for rural primary school-aged children increased; and rural mothers’ ability to contribute to their children’s primary education increased.</p> <p>The LV Digital Engagement Assistant will be part of the communications team of the “Literate Village” project. S/he will work under the supervision of the LV Multimedia and Communications Officer in Cairo, in collaboration with the project team, and the ACCM department of Save the Children. The LV Digital Engagement Assistant will be responsible for maintaining a strong visible online presence for LV across various digital platforms. S/he will be responsible for maintaining LV’s social media platforms as well as the dissemination of our products across SCI’s social media platforms, SCUS online platforms, and USAID digital platforms. This role includes developing engaging content plans and digital marketing campaigns in collaboration with the Multimedia and Communications officer as well as increasing our digital audience engagement with new and existing supporters in line with the project’s strategic visibility and advocacy objectives.</p>	
<p>SCOPE OF ROLE: Reports to: LV Multimedia and Communications Officer Role Dimensions: The post holder will deal with the project stakeholders and targeted segments of beneficiaries.</p>	
<p>KEY AREAS OF ACCOUNTABILITY: <u>Maintaining LV’s own social media platforms:</u></p> <ul style="list-style-type: none"> • In conjunction with the Multimedia and Communications officer, build and execute social media strategies through competitive research, platform determination, benchmarking, messaging, and audience identification. • Draft the annual and monthly content plans for LV’s Facebook page. • Managing LV’s social media platforms’ posting schedule, comments, and messages in coordination with his/her supervisor (currently Facebook or potentially create new ones on other social media platforms if needed). • Draft appealing and creative digital content through writing social media posts, captions and other campaign assets, brainstorming ideas to transform our success stories, stats, accomplishments, and resources into engaging digital content. • Continuously review and improve our social media strategies by capturing and analysing the appropriate social data/metrics, insights and best practices, and then acting on the information to achieve the most audience engagement. 	

- With the sign off of the Multimedia and Communications Officer, s/he will conduct online digital marketing campaigns to increase visibility and reach advocacy targets as well as transform our on-ground campaigns into digital ones.
- Coordinate with LV communications assistant in our field office in gathering content/stories from our internal communications system and transforming them into engaging digital products.
- Participate in the development of internal benchmarks and analyse external ones to identify needs, gaps and opportunities for LV's social media platforms.
- Preparing monthly reports on social media engagement efforts through Meta Business Suite and other analytical tools such as Google Analytics, Hootsuite Pro to monitor and evaluate the project's social media presence and performance.
- Participate with project team members to implement the communications plan as per the direction of the Multimedia and Communications Officer and in compliance with the requirements of USAID and Save the Children.
- Participate with the LV communications team in developing their annual implementation plan.
- Carry out other tasks as per the needs of the communications team.

Disseminate LV's products into different digital platforms:

- Support the coordination with Save the Children US to arrange the dissemination of LV's resources into their resource centre and other online platforms.
- Support the communication with USAID to arrange the dissemination of LV's resources into Edu-links and their various digital platforms.
- Communication with our ACCM department to coordinate the dissemination of LV's digital resources into their social media platforms and LV's landing page on SCI's website.

BEHAVIOURS (Values in Practice)

Accountability:

- Holds self-accountable for making decisions, managing resources efficiently, achieving and role modelling Save the Children values.
- Holds the team and partners accountable to deliver on their responsibilities - giving them the freedom to deliver in the best way they see fit, providing the necessary development to improve performance and applying appropriate consequences when results are not achieved.

Ambition:

- Sets ambitious and challenging goals for themselves and their team, takes responsibility for their own personal development and encourages their team to do the same.
- Widely shares their personal vision for Save the Children, engages and motivates others.
- Future-orientated, thinks strategically and on a global scale.

Collaboration:

- Builds and maintains effective relationships, with their team, colleagues, members and external partners and supporters.
- Values diversity, sees it as a source of competitive strength.
- Approachable, good listener, easy to talk to.

Creativity:

- Develops and encourages new and innovative solutions.
- Willing to take disciplined risks.

Integrity:

- Honest, encourages openness and transparency; demonstrates highest levels of integrity.

QUALIFICATIONS AND EXPERIENCE

- Bachelor’s degree in communications, journalism, marketing, media, PR or a related field.
- 1-3 years’ experience of working in content creation for social media and digital marketing, planning and managing content in an NGO/corporate setting.
- Proven experience with using Meta Business Suite and other digital analytics tools.
- Excellent verbal and written communications skills in both English and Arabic.
- Good understanding of audience behaviour patterns and target audience segmentation and targeting.
- Excellent interpersonal skills and attention to detail.
- Commitment and passion to work within an NGO environment to empower lives and transform communities through education.
- Passionate for following market trends across NGO, media, corporate, consumer sectors – sharing inspiring ideas.
- Motivated and able to work independently; able to meet tight deadlines and prioritise tasks accordingly.
- Commitment to aims and principles of Save the Children. In particular, a good understanding of the Save the Children’s mandate and child focus and an ability to ensure this continues to underpin our support.

DESIRABLE

- Experience with Adobe applications is an asset (InDesign, Illustrator, Adobe Express, Photoshop, Premiere pro... etc.)
- Previous experience working in a humanitarian/NGO and/or development context.

Additional job responsibilities

The duties and responsibilities as set out above are not exhaustive and the role holder may be required to carry out additional duties within reasonableness of their level of skills and experience.

Equal Opportunities

The role holder is required to carry out the duties in accordance with the SCI Equal Opportunities and Diversity policies and procedures.

Child Safeguarding:

We need to keep children safe so our selection process, which includes rigorous background checks, reflecting our commitment to the protection of children from abuse.

Health and Safety

The role holder is required to carry out the duties in accordance with SCI Health and Safety policies and procedures.

Safeguarding our Staff:

The post holder is required to carry out the duties in accordance with the SCI anti-harassment policy

JD written by:

Date: March 2024

JD agreed by:

Date:

Updated By:

Date:

Evaluated:

Date: