EQUAL MEASURES 2030

GENDER EQUALITY. DATA. GLOBAL GOALS.

TERMS OF REFERENCE: WEBSITE SUPPORT CONSULTANT

22 August 2019

PROJECT BACKGROUND

Equal Measures 2030 (EM2030) is a global civil society and private sector led partnership with the mission of fuelling progress towards gender equality by making sure girls' and women's movements, advocates and decision makers have easy-to-use data and evidence to guide efforts to reach the Global Goals by 2030 and leave no one behind.

Partners include Plan International, ONE Campaign, ARROW, Bill & Melinda Gates Foundation, Data2X, Women Deliver, KPMG, International Women's Health Coalition (IWHC), Comité de América Latina y El Caribe para la Defensa de los Derechos de las Mujeres (CLADEM), and The African Women's Development & Communication Network (FEMNET).

Until we can hire someone to provide permanent digital support, EM2030 requires a website consultant to help assist the Strategic Communications Consultant with some light website maintenance over the coming months. The consultant will also be required to edit website pages and upload materials to our two websites, as well as create a bi-monthly newsletter using Mailchimp.

SCOPE OF WORK

EM2030 seeks a website support consultant to work with the Strategic Communications Consultant to perform some website maintenance of EM2030's two websites: https://www.equalmeasures2030.org/ and https://data.em2030.org/ (Wordpress, bespoke code).

Besides being asked to edit pages and upload new materials, the consultant might be asked to provide additional support around the timing of two key events for EM2030 in Q4: the UN General Assembly (late September) and International Day of the Girl (11 October). The consultant might also be asked to do some additional work while the Strategic Communications Consultant is away in mid-October.

The consultant will also be asked to take pre-prepared content and create a newsletter that goes out every 6-8 weeks. This will be done via the marketing software system Mailchimp.

We would expect the consultant to work 1-2 days per week (depending on how busy we are). This role will run until November, possibly later depending on when a permanent Digital Officer can start.

SKILLS
- Experience of using Word Press and other CMS platforms
- Knowledge of Google Analytics
- Experience of putting together newsletters via Mailchimp
- Languages: English essential

NEXT STEPS
- By way of application for this role, the applicant must provide a CV and the contact details of two referees who can attest to your previous or current website support work. Please also include your day rate.
- Please send this information to EM2030CommsManager@gmail.com and David.Stewart@equalmeasures2030.org
- Applications will be reviewed on a rolling basis and we are looking to appoint quickly, due to tight timelines.
- Selection of the website support consultant will depend on availability, experience, skills and price.