

## JOB DESCRIPTION

### Digital Portfolio Manager

<b>Role</b>	Digital Portfolio Manager
<b>Responsible for</b>	The Digital Portfolio Manager develops and oversees the development of Afrobarometer’s digital content across all digital channels.
<b>Location</b>	Africa, or as agreed. <i>Must have access to dependable digital connections.</i>
<b>Reports to</b>	Head of Communications
<b>Manages</b>	Digital freelancers and providers of digital services, e.g. data visualization specialist

#### Organizational Overview

Afrobarometer (AB) is a pan-African, nonpartisan, non-profit research network that measures the political, economic, and social atmosphere prevailing in African countries. Guided by the vision that African societies thrive when African voices count in public policy and development, AB provides high-quality data and analysis on citizens’ evaluations and experiences of democratic governance and quality of life. This is provided as a public benefit and is free to policymakers, policy advocates, civil society organizations, academics, news media, donors and investors, and ordinary Africans.

Launched in 1999 in 12 countries, AB has completed more than 325,000 interviews in seven survey rounds in up to 38 countries. Round 8 surveys have commenced to cover at least 35 countries in 2019/20 but have been delayed by COVID-19. AB currently conducts face-to-face computer-assisted interviews in the language of the respondent’s choice with nationally representative samples. Effective communication of survey findings and capacity building for survey research, analysis, communications, and management are integral parts of AB’s work.

Among AB’s key achievements are proving that citizen research can be conducted even in fragile, post-conflict, and closed political environments in Africa; legitimating public opinion as a pillar of African democracy; and building a network of researchers that has earned the reputation as the go-to source for reliable data on what Africans are thinking.

AB’s institutional values are *independence, excellence, collaboration, and commitment*. AB individual values are *integrity, respect, responsiveness, cooperation, and fairness*. Funders and other stakeholders are treated as partners in the advancement of AB’s endeavours. *Relationships, non-partisanship, trust, and accountability* are at the core of our work. AB staff and network members appreciate benefiting from colleagues’ *creativity, diligence, and enterprise*, and value *the ability to work individually and as part of a team*. The qualities of *leadership, initiative, and excellence* are nurtured and rewarded. In pursuance of these values, all staff are required to abide by the Statement of Personal and Professional Standards of Conduct.

*N.B. the main duties and responsibilities; essential experience, knowledge, and skills; and personal qualities included below are not intended as an exhaustive list of all responsibilities, skills, and abilities pertinent to the post. Additional functions may be assigned by the Director of Engagement and/or the Head of Communications as deemed reasonable and agreeable.*

## Role Overview

The Engagement Unit plays a critical role in AB's success and sustainability and consists of two teams led by the Director of Engagement. Members of the Communications Team include the Head of Communications; Communication Coordinators in Southern, East, Francophone, North and West Africa; and this role. Resource Mobilization is a new team responsible for forging partnerships built on trust and mutual accountability and for attracting philanthropic contributions to support AB's goals. These two teams work closely together in disseminating AB findings, raising AB's profile, and securing its financial sustainability. The Communications Team commits itself to:

- Ensure effective, timely dissemination of survey findings
- Develop and maintain a world-class website that enables access to and use of AB.
- Ensure inventive, effective data-visualization expertise in the communications unit.
- Strengthen other communications unit capacities
- Enhance dissemination of survey findings through new formats, technologies, audiences, platforms.
- Effectively demonstrate how AB data is used to shape policy or strategy.
- Build capacity among stakeholders/potential users in data analysis and use, including the use of online data analysis tools.
- Monitor and respond rapidly to opportunities to inject AB data into impending or emerging country-specific or global events or trends.
- Explore new opportunities for partnerships to enhance communications
- Strengthen National Partner communications capacities

The Digital Portfolio Manager (DPM) develops and oversees the creation of clear and compelling digital content on the AB website and social media channels for existing and new audiences.

The DPM will shape, create, and evolve digital content while drawing on the experience of and guiding others in the organization. The DPM will take responsibility for digital content and its quality throughout a user's journey. S/he will be comfortable using data and research to support decisions.

A successful digital portfolio requires a range of skills for effective delivery. These include:

1. Digital leadership (pulling together the tasks in points 2-7 below)
2. Digital user insight
3. Digital user experience
4. Digital content
5. Digital design
6. Technical oversight
7. Business considerations

As part of a small team, the DPM will be required to work in three ways:

- A. **Hands-on:** There will be considerable **hands-on** work required in all the areas listed below
- B. **Coordination:** There will be a **coordination** role, guiding others across AB in how to provide suitable content and, where the budget permits, overseeing the work of any freelancers and external agencies to deliver quality material
- C. **Strategic:** There will be a **strategic** element to the post, supporting the Head of Communications, Head of Publications and Director of Engagement in prioritization of digital activities.

## Main Duties and Responsibilities

### 1. Digital leadership

The DPM is a pivotal role in coordinating the tasks required to create and manage successful digital content, and as such 'digital leadership' is the foundation for pulling together six core responsibilities identified for effective digital delivery, numbered 2-7 in this job description.

- **Overall:** Manage AB's website, social media, and digital assets in support of strategic goals
- **Hands-on:** Day-to-day responsibility for ensuring the website and social media channels are updated
- **Coordination:** Maintaining an overview of all online communications, externally facing digital products, and social media through developing and promoting standards and processes to ensure quality, usability, and consistency of online communications for our audiences
- **Coordination:** Working to ensure digital projects meet the combined needs of target audiences, the organization itself, and any other contributing or partner organizations
- **Strategic:** Working with the Head of Communications, Head of Publications and Director of Engagement to develop AB's digital strategy and agree an annual program of work
- **Strategic:** Identifying innovative ways to present AB digital content; proposing and testing means to develop content in line with changing digital trends and audience preferences
- **Strategic:** Working with digital leaders from other organizations to foster and maintain partnerships

### 2. Digital user insight

- **Overall:** Monitoring and improving content based on user feedback, research, and data
- **Hands-on:** Taking the lead on Google Analytics and other digital monitoring tools, ensuring statistics for the website and social media channels are collated effectively and consistently, and supporting AB Monitoring, Evaluation and Learning (MEL)
- **Hands-on:** Conducting or organising user testing as budgets allow
- **Coordination:** Working with colleagues to understand user behaviours and data patterns to improve how services perform, encouraging the wider use of analytics across AB
- **Strategic:** Working with the Head of Communications and Head of Publications to devise ways to increase the number of people reached through AB's web presence and to build repeat usage (e.g. by providing recommendations on search engine optimisation, social media advertising and managing paid-for search)

### 3. Digital user experience

- **Overall:** Taking a lead role in creating a clear, joined-up user journey
- **Hands-on:** Creating content that meets user needs and the organization's objectives
- **Coordination:** Working to ensure that projects reach the target audiences and create an impact
- **Strategic:** Developing strategies to improve the user experience of AB digital services

### 4. Digital content

- **Overall:** Providing oversight of digital content across the website and social media channels
- **Hands-on:** Curating and uploading content to the website, ensuring daily updates
- **Hands-on:** Creating, monitoring, and engaging in conversations on social media
- **Coordination:** Ensuring all content assets are user-focused, accurate, optimised appropriately (e.g. for search), and meet relevant design, style, and brand guidelines

- **Coordination:** Working with subject matter experts and other stakeholders across AB to deliver clear, relevant content
- **Strategic:** Working proactively with colleagues to identify opportunities to communicate AB's messages, target relevant audiences and coordinate communications across different channels

#### 5. Digital design

- **Overall:** Overseeing digital graphics output across the website and social media channels based on ideas and requests from across AB as approved by the Head of Communications and Head of Publications
- **Hands-on:** Creating and modifying graphics using predefined templates as required
- **Coordination:** Overseeing the work of data visualisation and other specialist services in creating engaging and informative content for online and other uses
- **Strategic:** Assisting in the development of organization-wide guidelines and styles for digital graphics

#### 6. Technical oversight

- **Hands-on:** Troubleshooting technical problems with the website and social media channels
- **Coordination:** Managing suppliers of digital services and overseeing AB's relationships with them, ensuring they provide a high-quality service on time and on budget
- **Strategic:** Assisting in the selection of digital suppliers and tools to support the organization

#### 7. Business considerations

- **Overall:** Being the first point of contact for how digital services can be used to support wider AB business objectives
- **Coordination:** Encouraging and supporting staff across AB to engage with digital communications and adopt a 'digital first' mindset as well as coaching, training, advising, and sharing information on digital content, communications, and services with the wider AB network and at AB Summer Schools
- **Strategic:** Researching creative and commercial possibilities within the digital sector for AB to exploit

## PERSON SPECIFICATION

### Essential experience, knowledge & skills

- At least five years' website management/development
- Fluent spoken and written English
- Proven track record developing content to meet user needs for digital services
- Adept at providing simple, clear content to communicate complex issues
- Dynamic and committed, with deep interactive media experience
- Combined user, editorial, design and technical understanding sufficient to lead a small internal team and external suppliers in these roles
- Natural collaborator who can work with a variety of partners and organizational cultures
- Strong interpersonal skills and the ability to influence at a senior level
- Excellent planning and organizational skills including the ability to prioritize activities considering deadlines, resources, and other relevant issues
- Excellent project management skills, and substantial experience in delivering large, complex new media projects on time and on budget
- Creative flair and experience in creating innovative content for large but segmented audiences
- Demonstrable interest and experience in some of AB's target audiences and potential subject areas
- An understanding of accessibility and usability best practice

### Desirable

- African citizenship or heritage
- Non-governmental experience
- Multi-lingual, ideally fluent French, Portuguese, and African languages
- Strong original writing for different topics, audience groups, purposes, styles, and formats

### Personal qualities

- Alignment to AB core values including equality, diversity, and inclusion
- Ruthlessly organised
- Self-starter who sets priorities and meets deadlines
- Ability to manage multiple tasks
- A pleasant demeanour, ability to interact productively with both leadership and other colleagues
- Ability to work both independently and as part of a team
- Attention to detail and persistence to ensure thoroughness and accuracy
- Maintains privacy and confidentiality

**PLEASE READ THE SELECTION CRITERIA CAREFULLY BEFORE APPLYING.**

The deadline for all applications is **Tuesday 6 October 2020**.

Please send your application to [careers@afrobarometer.org](mailto:careers@afrobarometer.org). Include your name and position title in the subject field of your email. Example: “*Subject: [YOUR NAME] ‘AB Digital Portfolio Manager’*”

***Documents to include:***

1. An up-to-date *curriculum vitae* with contact details (your email, phone, postal and Skype address)
2. A personal statement describing:
  - a. your interest in the post and in working with Afrobarometer
  - b. specific evidence of how your skills, experience and knowledge meet the **Selection Criteria**. If you lack experience or evidence in any area listed, please state how you would gain the knowledge or competency needed to succeed in the role.
3. Your availability for the post (notice period in your current role) and preferred working location.