Job Description – BEAM Exchange – Web Content and Community Manager

Position title: Web Content and Community Manager for the BEAM Exchange

Reports to:
Programme and Communications Manager

Role:
540 days over 2.5 years. London-based with flexibility to work from home. This is a new role that will evolve with the site and may be subject to change over time.

Scope of the role
The BEAM Exchange is a three year programme funded by the Department for International Development (DFID) and the Swiss Agency for Development and Cooperation (SDC) to design and develop a community of practice that strengthens and extends the effective use of market systems approaches to poverty alleviation and pro-poor economic growth. Developing a thriving online community of practitioners and a resource-rich platform of information and debate is central to this programme.

The Web Content and Community Manager will support the team to design, develop and manage this online platform. Working closely with all members of the programme team and the technical web development specialists, you will proactively help to shape the platform, ensuring that the technology and content meet the needs of users. You will play a key role in connecting the team with the community of users, whilst also liaising closely with the web developers on technical issues. As well as proactively monitoring and facilitating online interactions, you will also work closely with all members of the team to disseminate content and tailor it to the online audiences.

This role is an exciting opportunity to join a dynamic team at the start of a new international development programme piloting innovative digital knowledge-sharing approaches to achieve social impact and poverty reduction.

Community Management (60%)

A) Collaborate with and support the team to build an online community of practice around market systems development approaches, including by interacting with members, facilitating discussions, and signposting where relevant.
B) Manage the day-to-day running of the online platform and community, including on-boarding members, responding to queries, restricting privileges of spammers, and providing functionality support to users (eg. guest bloggers).
C) Identify relevant trends in discussions and steer content creators (both within the team and within the community) towards them.
D) Review and moderate user-generated content. Monitoring activity in discussions and other collaborative spaces to alert space owners to facilitation needs.
E) Manage social media linked to the online community (eg. Linkedin, Youtube, Twitter), ensuring that discussions, news feeds and promotion is as seamless as possible.
F) Support the Practitioner Learning and Development Officer to reach relevant target groups. In particular, support (at an operational level) partnership activities with other similar sites such as the Microlinks, SEEP website, Business Fights Poverty.

General web management (40%)

G) Manage membership, oversee feature functionality, proofread new site content, including programme materials and third party contributions, to ensure brand consistency and quality.
H) Track and monitor site activity, manage website analytics, maintain platform related internal trackers, email newsletter and aggregate platform user feedback.
I) Support the programme team in learning and using the website's content management system.
J) Advise the web development team of system bugs, and pro-actively identify opportunities for functional improvements/developments to the site.
K) Support the Programme Chief Executive Officer and other programme leads to identify and develop content for the website, newsletter and other channels.

Relevant Experience:

- **Must have the right to work in the UK.**
- Higher degree in journalism, communications, marketing, information management, librarianship or international development / sustainability
- Strong online facilitation skills, demonstrated by previous experience with community chat boards / fora, e-discussions, email groups, moderation, webinars etc.
- Experience of managing social media channels as part of an integrated communications strategy
- Excellent communicator, with strong instincts about how to synthesise and express complex concepts succinctly for online audiences.
- Strong editing and proofreading skills demonstrated by previous experience. Web copy writing experience important. Fluency in English essential.
- Demonstrated interest in or understanding of international development, social impact and poverty alleviation.
- Previous experience in communities management or online communications design.
- Experience of using web CMS (wordpress / drupal / django CMS).
- Basic knowledge of HTML and SEO would valuable. A good grasp of how to create a compelling user experience online and the ability to work with the web developers to guide and input into new features and functionality required on the site
- Collaborative, team player.
- Able to work in central London 3 days per week.
- Working knowledge of Adobe programmes (Photoshop, Illustrator) a plus.

Key working relationships	Primary
	- Programme Management and Communications Officer - Chief Executive Officer - Technical Website Advisor / Designer - Practitioner Learning and Development Officer - Team Leads (Knowledge Management, Communications, M&E, Research and Innovation)
Salary	Dependent on experience
To apply	**Your application should include:** 1) A recent CV 2) Cover letter illustrating your experience, explaining what you would bring to this role and why it interests you 3) A short sample of your writing (preferably written for web) 4) A short critique of two existing online platforms or communities of practice that you are familiar with; one which you think works well and one which you consider to be less successful. Please briefly highlight why you have selected these two, thinking about the features, functionality, presentation and communication that make them work well or less well. Feel free to include any other insights you may have. This need not be long, half a page or bullet points will do. You may choose any online platforms; they do not necessarily need to be in the international development field. **All materials should be submitted in English and emailed to Emma Doherty at emma.doherty@uk.pwc.com by 12.00 pm on Tuesday 1 July 2014.**