**Social Media and Monitoring & Evaluation Consultant/Officer**

Working language: English (fluent or working proficiency), other languages will be a benefit but are not essential

Location: remote working

Hours: 4 days/30 hours a month, flexible working hours

Rate: dependent on experience, circa £100 a day

Research to Action is looking for a new consultant to run its vibrant social media channels and conduct some routine monitoring and evaluation across the range of platforms. The ideal candidate will have a passion for improving research communications, an appreciation that not all academics or researchers work in large universities in Europe or America, and a familiarity with working in the global development sector. The ideal candidate will be a self-starter, with a keen interest in all things digital, social media and communications.

This role would be perfect for someone looking to improve how social media and ICT4D can be used to enhance research uptake and impact. The post holder will work towards Research to Action’s social media strategy, work within Research to Action’s style/brand guidelines and produce monthly M&E reports for the suite of platforms, but there will also be scope to conduct more free-ranging evaluations and to innovate across the social media channels.

The post holder will work within a small, multi-country team, liaising with Research to Action’s editor and webinar manager, as well as with the CommsConsult team (the parent organisation).

**Role requirements:**

**Essential**

1. 1-3 years experience in research communications, digital communications, social media, or global development; or a relevant degree
2. Experience using a range of social media channels including: Twitter, Facebook, Instagram and LinkedIn
3. Experience using content management software, Hootsuite is preferable
4. Basic graphic design skills and the ability to follow style guidelines
5. Experience using and understanding data from Google Analytics
6. Experience using a variety of social media monitoring and evaluation tools
7. Ability to work to multiple deadlines
8. Ability to work towards existing strategies and guidelines with precision, accuracy and attention to detail
9. Ability to manage own workload and deliver results under pressure
10. Knowledge of trends across social media, ICT4D, global development and research communications

**Desirable**

1. Experience developing social media strategies
2. Experience developing monitoring and evaluation strategies for digital and social media platforms
3. Experience of conducting evaluations of digital audiences and user experience surveys
4. Experience of commissioning design work
5. Experience of working within busy, multi-country teams across different timezones
6. Basic audio-visual design and editing skills
7. Experience using social media within conference events teams
8. Knowledge of open access social media tools/software and an awareness of producing bandwidth friendly content

**To apply**:

Please send a copy of your CV (no more than two pages) to info@researchtoaction.org with the subject line ‘Social Media Applicant’. Applicants are asked to write a cover letter (no more than two pages) which outlines three things: 1) why the applicant thinks that social media is an important force for change within global development, 2) a description of who they think Research to Action’s audience is, 3) any improvements that the applicant thinks could be made to Research to Action’s social media channels, or ideas they would like to experiment with if they were the successful applicant.

**Deadline: Friday, 28 September, 2018 (midnight, UK time (GMT +1hr)**