

## **JOB DESCRIPTION**

**Digital Content Producer and Officer**

**for**

**“Supporting Toddlers/pre-schoolers Achievement  
through Refined Teaching – START” Project**

In collaboration with  
World Vision Germany  
Agroinvest Foundation Serbia  
RAST Foundation

*and*

Coalition Project Partners: Albania (SHKEJ), Armenia (CPN), BiH (SVC), Georgia  
(CCY), Kosovo\* (KOMF), Serbia (MODS)

Date: February, 24th 2020

## Introduction

In January 2019 Agroinvest Foundation Serbia (AFS) and RAST Foundation started a project “Supporting Toddlers/pre-schoolers Achievement through Refined Teaching – START” funded by World Vision Germany (WVD).

The project partners are 6 civil society organizations (CSOs) and networks of organizations for children from the Western Balkans, Eastern Europe and South Caucasus i.e. Wider Black Sea region: Albania, Armenia, Bosnia and Herzegovina, Georgia, Kosovo and Serbia.

The project aims to contribute to child well-being, protection and rights through support quality early childhood development in the Wider Black Sea region (as an overall goal) and more specifically: (1) to increase evidence-based, bottom up (CSOs-led) approach and access to knowledge repository and practice among key stakeholders (teachers/practitioners’, parents, learners) in early childhood education and care (ECEC) in 6 countries and (2) to raise awareness on the regional and national levels on the importance, equity, equality and accessibility of early childhood education and care (ECEC) in 6 countries

There are three major expected results:

1. Increased knowledge and awareness in ECEC field (for parents and practitioners) through the provision of online information;
2. Strengthened competences of national coalitions/project partners, parents and professionals to be agent of change tackling existing issues in ECEC settings in their countries.
3. Increased understanding of key ECEC stakeholders across the region to support quality ECEC system development including with reference to its importance, equity, equality and accessibility;

This TOR is referred to project activity ‘**Online platform**’ as it seeks to identify a Digital Content Producer and Officer to join our team in developing an online platform for parents and reaching our target audience.

### I. Executive Summary

<b>Project</b>	“Supporting Toddlers/pre-schoolers Achievement through Refined Teaching – START”
<b>Length of Project</b>	January 2019 – December 2020
<b>Purpose</b>	Digital Content Producer and Officer will produce marketing copy to promote our mission, values and actions, write useful and appealing blog and social media posts about industry-related topics and promote our work on social media.
<b>Submission of applications</b>	<a href="mailto:office@agroinvestfondacija.org">office@agroinvestfondacija.org</a> , by March 6th <sup>th</sup> , 2020

## II Purpose

We are looking for a Digital Content Producer and Officer to join our team in developing an online platform for parents and reaching our target audience.

Digital Content Producer and Officer will produce marketing copy to promote our mission, values and actions, write useful and appealing blog and social media posts about industry-related topics and promote our work on social media.

## III Responsibility

- Write clear marketing copy, articles and social media posts
- Research industry-related topics (combining online sources, interviews and studies)
- Prepare well-structured drafts using CMS
- Proofread and edit blog posts before publication
- Submit work to editors for input and approval
- Coordinate with marketing and design team members to illustrate articles
- Conduct simple keyword research and use SEO guidelines to increase web traffic
- Promote content on social networks and monitor engagement (e.g. comments and shares)
- Measure web traffic to content (e.g. conversion and bounce rates)
- Identify beneficiaries needs and gaps in our content and recommend new topics
- Engage with beneficiaries if needed
- Ensure all-around consistency (style, fonts, images and tone)
- Other content related tasks as needed

## IV Requirements

- Proven work experience as a Digital Content Producer, Digital Officer, Copywriter, Online Journalist or similar role
- Portfolio of published articles and social media posts
- Deep understanding of gender, parents and children issues
- Experience doing research using multiple sources
- Familiarity with web publications
- Excellent writing and editing skills in English
- Hands-on experience with CMS
- Ability to meet deadline
- Familiarity with SEO
- Experience in non-profit sector is a plus

## V Application submission and budget

The budget breakdown is based on consultancy bids and available project funds.

To apply for this consultancy, please send the following documents to [office@agroinvestfondacija.org](mailto:office@agroinvestfondacija.org) before 6<sup>th</sup> March, 2020:

- ✓ CV / portfolio with clear focus on similar assignments with preferred salary range for this job
- ✓ A sample / proof of similar work/engagement with three references

The contact person for this ToR is: Bratislav Radosavljević, Agroinvest Foundation Serbia ([office@agroinvestfondacija.org](mailto:office@agroinvestfondacija.org))