**JOB OVERVIEW**

<table>
<thead>
<tr>
<th>POST TITLE</th>
<th>Digital and Data Manager</th>
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<tbody>
<tr>
<td>HOURS OF WORK</td>
<td>Full time</td>
</tr>
<tr>
<td>PERIOD OF APPOINTMENT</td>
<td>Initially one year, from June 2020</td>
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<tr>
<td>LOCATION</td>
<td>London or Accra (other countries in sub-Saharan Africa considered)</td>
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<tr>
<td>TRAVEL</td>
<td>25%</td>
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<tr>
<td>REPORTING TO</td>
<td>Head of Research and Insight</td>
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<tr>
<td>DIRECT REPORTS</td>
<td>None</td>
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**ABOUT ESSA**

ESSA’s vision is to transform education: increasing employment for young people in sub-Saharan Africa.

We bring together a network of young people, educators and decision makers. Together they use evidence to improve the tertiary education system, equipping millions of young people in sub-Saharan Africa with the skills for work.

Our team is small but driven, working remotely in sub-Saharan Africa and Europe. To find out more about our work, visit our website [essa-africa.org](http://essa-africa.org).

**ROLE PURPOSE**

The Digital and Data Manager is an exciting new position within the ESSA team, leading on the creation of a digital platform and digital solutions that bring research to life and connect virtual communities of policy-makers, funders, employers, young people and educators. The platform will ensure that the right data and evidence are usable in a way that supports the needs of those seeking to improve the impact of tertiary education in sub-Saharan Africa. Reporting to the Head of Research, the successful applicant will work alongside the Communications Manager to deliver on the digital elements of the communications and research strategies.

**MAIN RESPONSIBILITIES**

- Collaborate with the Communications Manager to undertake user research to design a digital platform that enables the effective use of data and evidence and incorporates ESSA’s existing digital assets (including the AERD and African Scholarship Hub).
- Using data insights and user research, identify digital product requirements and oversee the development and rollout in collaboration with digital agencies, taking a minimum viable product approach.
- Oversee and coordinate the development of the ESSA website, ensuring this work is well planned, carried out on time and on budget, and considers the long-term health and development of the website (SEO, CMS, hosting, some technical support, etc).
- Manage all day-to-day development for the website, working with the Communications Manager to upload relevant content for our audiences and ensure it is used across our digital channels.
- Lead the development of any new functions or digital products that may arise.
- Carry out user testing of digital tools to ensure they meet the needs and expectations of the audience.
- Ensure all digital platforms, products and solutions fit into ESSA’s communications strategy, led by the Communications Manager.
- Using ESSA’s existing data from historic research projects to produce relevant data-driven content for the platform.
- Contribute data analysis and visualisation for new ESSA projects.

**PERSON SPECIFICATION**

**ESSENTIAL**
- Able to understand diverse needs: significant experience of researching, designing and delivering successful user-focused digital products and web platforms for a project or organisation.
- Strong understanding and relevant experience of user-testing for digital products.
- Significant experience of working with an organisation, programme or project, involving multiple partners and stakeholders.
- Ability to design digital solutions to meet the needs of different audiences, particularly policy audiences.
- Experience of managing and analysing data sets.
- Ability to produce compelling data visualisations.
- Excellent knowledge of social media, digital platforms and web content best practice and writing for the web.
- Adept at using analytic tools to monitor and improve digital performance.
- Excellent interpersonal skills including the ability to liaise and communicate with colleagues at all levels of seniority and from different cultures.
- Strong communication, able to act as the interface between technical developers and the rest of the team.
- Experience of briefing and managing relationships with external agencies and freelancers.
- Excellent project management skills.
- Strong organisational skills and the ability to manage and prioritise tasks under pressure.
- Strong attention to detail.
- Ability to quickly pick up new software and tools; a willingness to learn new skills.
- Strong IT skills, with excellent knowledge and experience of Microsoft Office applications.
- Fluent written and spoken English.
- Most importantly as a representative of ESSA, the person should be a team with the ability to strike conversations and be respectful of diversities. You should be independent, creative, sincere and possess a powerful drive to pursue responsible data management systems.

**DESIRABLE**
- Previous experience as a digital service owner accountable for multiple products and channels.
- Understanding of/interest in technology in education and international development.
- Familiarity, interest and some understanding of agile programmes and adaptive management.
- Experience of using Office 365 for collaborative working.
- Experience working in (or working with partners in) a low-income country.
- Experience of working in the non-profit sector.

**HOW TO APPLY**

To apply, please submit a cover letter explaining your suitability for the role along with a CV to recruitment@essa-africa.org by 9am GMT on 30th March 2020.

First round interviews will be held weeks commencing April 6th and 13th.