Digital analytics consultant TOR

**Requested services:** Digital analytics consultant that can build curriculums, digitize it, and deliver hybrid Danmission curriculums.

**Starting date:** Jul. 1st, 2022

**End date:** Dec. 31st, 2022

**Time frame:** 5 Month

Expected places of travel: N/A

**Submission deadline:** 10 June 2022

Danmission invites all interested and qualified candidates to submit a technical proposal with a resume clearly explaining how their experience meets required qualifications, timeline, and simple method with a financial proposal by June, 10, 2022.

Both independent consultant and business/nonprofit entities are encouraged to apply.

The application should be sent to the following email addresses [tender-mena@danmission.dk](mailto:tender-mena@danmission.dk) with the subject “Digital analytics consultant”

For any clarification, you can contact: Omar Meksassi, Project Manager, Data and Tech Lead

[ome@danmission.dk](mailto:ome@danmission.dk)

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# BACKGROUND INFORMATION

Danmission (DM) is a 200-year-old Danish faith-based organization working across 12 partner countries in Africa, Asia, and the Middle East. Danmission’s vision is to ‘promote SUSTAINABLE EXISTENCE – for a world, people can live in and PEACEFUL CO-EXISTENCE – for a world people can live in together. Danmission has been present in the Middle East since approximately 1904. Registered locally in Lebanon, Danmission works within the thematic areas of faith-driven social action, interfaith dialogue and peacebuilding, and natural resource sustainability and justice.

Digital engagement plays an important role in Danmission’s response to global shifts in the fields of communication, fundraising, advocacy, and development.

Danmission is seeking a consultant to support the “Tamasok” project’s capacity building component in terms of advocacy, learning and inequalities that ultimately leads to understanding data, as without understanding advocacy, learning and inequalities, CSOs cannot understand or be able to interpret data they capture from multiple channels. The consultant will report to the program manager for direct supervision and for the project manager (data and tech lead) for technical supervision.

# PURPOSE, SCOPE & EXPECTED RESULTS

## Purpose

Danmission (DM) has been involved in many projects to build peace and dialogue in the MENA region. One of its latest projects in Lebanon, funded by the Danish Ministry of Foreign Affairs, is “Towards Social Cohesion in a fragile Lebanon” (TSL), now called for media purposes “Tamasok”. This project serves DM second strategic priority based on Peace and Dialogue, but also contains a theological component, where it will directly tackle the theme of Faith and Social Action in some of the activities. Moreover, the Tamasok project contains an innovative component dedicated to building an online running baseline monitoring platform. This platform will gather data around social cohesion indicators from Civil Society Organisations and regular surveys from one hand, and from another hand, it will gather automatically social media sentiments from the public. In the same direction, DM is investing in capacity building local CSOs and DM partners in order to understand advocacy, inequalities, learnings and digital analytics using scientific data.

The program goal is to support and invest in innovative technology to build peace and social cohesion where Danmission is seeking a digital analytics consultant that will lead in building the curriculums for digital analytics understanding, utilizations and topics, by which should be digitized on Fabo.org and delivered in a hybrid way to at least 30 CSOs in Lebanon.

These curriculums will play a vital role for the CSOs in Lebanon in understanding data that either comes from offline activities or online, to ultimately base program on data that are in relation to advocacy, inequality, learning, and utilize it to build peace and improve social cohesion.

## Results to be achieved by the Contractor

The consultant is asked to:

1. Build a comprehensive curriculum that is capable to capacity build local CSOs in Lebanon for all the major topics of (in close relation to the Advocacy, inequality and learning consultant):
   * Digital analytics:
     + Data use and capabilities
     + Scientific data understanding
     + visualization
     + Understanding data modelling
     + Telling a story through data
     + …. And much more to be developed with consultant
2. Digitize the curriculums onto a Fabo.org, to be a self-paced interactive capacity building.
3. Outreach and promote the curriculum to Danmission partners and local CSOs interested in the subjects, total of 30 CSOs.
4. Deliver a Hybrid model of the curriculum and the capacity building to the local CSOs and Danmission partners in Lebanon, while also promoting Danmisiion open-source package.

## Contract type

**Output-based contract - fixed price per result achieved.**

## Specific considerations

The impact intended from this activity can be summarized in the following points:

* To have 30 CSOs in Lebanon capacity built about Digital Analytics.
* To have a digital curriculum on the topic
* To have the CSOs understand the importance of these subjects that can ultimately lead for them to understand data better, finally using these data points for informing their programs.

## Facilities to be provided by Danmission and/or other parties

Danmission will provide all needed documentation, and available tools including the open-source package.

# LOGISTICS AND TIMING

## Location and tools

For this task, no out of country travels are required. The lead consultant must be able to manage his/her own equipment and telecommunication needs for the consultancy.

## Start date & Period of implementation of tasks

The intended start date is 1 July 2022 and 31 December 2022

The period of implementation of the contract will be over: 5 months

# REQUIREMENTS AND QUALIFICATIONS

* Actively work towards the achievement of Danmission goals
* University degree in a related field e.g., / Data sciences, computer science, information…or relevant- Required
* Experience in Building interactive curriculums – Required
* Experience in delivering hybrid method capacity buildings – Required
* Understanding of the relevant country/region context - Required
* Excellent written and verbal communication skills- Required
* Presentation, research, and report writing skills - Required
* Demonstrated Knowledge of social media for advocacy purposes - Required
* Excellent IT skills, including all basic MS Office packages - Required
* Ability to meet tight deadlines - Required
* Fluently spoken and written English and Arabic - Required