beyond GROUP

TERMS OF REFERENCE
May 2023

Project Title:

RESET - RESULTS ENABLING TRANSITIONS

Prepared by:
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beyondgroupconsulting.com

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[RESET- REQUEST FOR QUOTATION]

COMMUNITY MANAGER

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PROJECT DESCRIPTION

In recognition of the Mediterranean accelerating employment and environmental crises, there are various calls for action to create a sustainable and inclusive economy that 'works for everyone'. As the region thrives towards developing and implementing measures for a sustainable green transition, RESET aims to facilitate economic and social development via supporting the creation of sustainable and green businesses. The project will gather, analyse and synthesize learnings regarding 'what works' within the field of sustainable and green business support, and seeks to upstream this knowledge effectively. It will support local, national and regional stakeholders to make use of this knowledge to create strategies, policies and regulations to stimulate the green economy. RESET targets seven Mediterranean countries and will address the whole enabling eco-system – from EU projects, local initiatives and policies to national and regional policies and regulations – to capitalize on knowledge related to training, advice, networking services, access to funding and markets, as well as Intellectual Property Rights (IPR) protection, with a focus on women and youth inclusion.

ASSIGNMENT OBJECTIVE

RESET will support local and national stakeholders in the target countries to take action. This will be done in two ways:

(1) a project website offering an online space and hosting resources to support capitalisation and

(2) a forum for stakeholders to discuss various issues such as practical implementation, shared challenges, cross-border collaboration etc.

We are seeking an experienced community manager to build and manage the forum activity and maintain engagement with the forum's online community in English (French and Arabic are desirable – the ideal candidate would be able to do so in all three mentioned languages). This will mostly entail guiding topic-based discussion threads, monitoring, answering questions and addressing issues, and suggesting connections and collaborations, while ensuring the engagement of the group and promoting a positive environment for community members. The forum will be hosted on LinkedIn.

REQUIRED OUTCOMES
- Propose a communications plan detailing the contents to be shared in the forum, while highlighting the frequency of posts and types of posts (to be aligned with the Content Creator) / Prepare monthly an editorial calendar with the Content Creator. The communications plan should define the KPIs (Key performance indicators).
- Post the content created on the forum as per the communications plan
- Monitor content while ensuring that ethical considerations, digital security, and community safety rules are maintained
- Monitor analytics performance and optimize content for maximum engagement amongst members (KPIs)
- Answer or re-direct questions proposed on the forum
- Posing specific questions if relevant
- Moderate discussions if relevant
- Identify potential stakeholders to join the forum
- Suggest connections and collaborations if relevant
- Redirect members to relevant links related to the project such as the RESET website
- Document any interaction, comments, links to be shared, and clarifications requested by the community in a clear and systematic manner, to be reported to partner X.
- Coordinate with the "*Content Creator*" expert on the delivery of materials, infographics, etc.

QUALIFICATIONS
- Experience in communication and outreach sectors, including experience in implementing similar activities
- Experience in managing and coordination with others in delivering communication materials
- Demonstrated experience in managing and coordinating with other team members, departments, and external partners in delivering communication materials in a timely and efficient manner.
- Experience in managing social media platforms, particularly on LinkedIn, as well as Facebook, Twitter, Instagram, and others, to maximize reach and engagement within the community.
- Strong commitment to addressing community concerns and providing prompt, courteous support to maintain

- community satisfaction and loyalty.
- Ability to analyze community engagement metrics, identify trends, and make data-driven decisions to improve community management strategies.
- Skill in mediating and resolving disputes among community members, while maintaining a fair and balanced approach.
- Capable of managing multiple tasks and deadlines while maintaining attention to detail and quality.
- Strong written and verbal communication skills to effectively collaborate with team members, address community inquiries, and present ideas.
- A bachelor's degree in communication, marketing, public relations, or a related field is preferred. However, equivalent work experience and a demonstrated history of successful community management may be considered in lieu of formal education.
- Excellent command of written and spoken English is required (French and Arabic are desirable – the ideal candidate would be fluent in all three mentioned languages)

DURATION OF THE ASSIGNMENT
June 2023 till November 2023

HOW TO APPLY
Interested applicants should present:

- Their resume that shows their previous experience and previous relevant work
- A financial proposal in EUR including all costs to be incurred in the design and implementation of the scope of work
    - The tenderer shall provide their financial proposal in a detailed breakdown form to include all costs related to the preparation and delivery of activity as per the below: (Please make sure to abide by the detailed cost breakdown below. Proposals that do not strictly follow the below format will not be considered).

Task	Tentative Timeframe
Propose a communications plan detailing the contents to be shared in the forum, while highlighting the frequency of posts and types of posts (to be aligned with the Content Creator)	June 2023
Post the content created on the forum as per the communications plan and the editorial calendar	July 2023 till November 2023 *Expected deliverables and timeframe for posting:* at least 2-3 posts per week including a variation of the outputs to be uploaded starting July 2023 till November 2023 based on communication plan
Monitor content while ensuring that ethical considerations and digital security are maintained Monitor analytics performance and optimize content for maximum engagement amongst members	Regularly starting July 2023 till November 2023
Answer or re-direct questions proposed on the forum Posing specific questions if relevant Moderate discussions if relevant Identify potential stakeholders to join the forum Suggest connections and collaborations if relevant Redirect members to relevant links related to the project such as the RESET website	Regularly starting June 2023 till November 2023
Document any interaction, comments, links to be shared, and clarifications requested by the community in a clear and systematic manner	Regularly starting June 2023 till

	November 2023
Coordinate with the *"Content Creator"* expert on the delivery of materials, infographics, etc (editorial calendar) and aligning on the communications plan (through regular follow-ups and meetings on needs basis: could be weekly or bi-weekly or monthly depending on need)	Throughout the following period and on needs basis: June 2023 till November 2023
Coordinating with RESET project team (through regular follow-ups and meetings on needs basis: could be weekly or bi-weekly or monthly depending on need)	Throughout the following period and on needs basis: June 2023 till November 2023

- o The tenderer shall propose a schedule of payment which synchronizes with the delivery of each, and the compensation will be covered upon the full delivery of work.

Submission should be done online to the following email: info@beyondrd.com

All submissions should be received by May 28th 2023 at 11:59PM (GMT+3) and should be signed by the applicant. Any submission post this deadline will be disqualified.