



We are looking for a Social Innovation Consultant

1. Program Background

The Human Development Innovation Fund (HDIF) is a UKAID challenge fund programme managed by a Palladium Group-led consortium in Tanzania.

HDIF aims to identify and support innovative and market-driven solutions that have the potential to create social impact in Education, Health and Water, Sanitation and Hygiene (WASH) across Tanzania. With a focus on private sector actors and the effective utilization of public-private partnerships, HDIF seeks to catalyse the development, testing, and scaling of innovative models of service delivery, information and communication technologies for development (ICT4D), and product solutions in the 3 key sectors.

HDIF works in close partnership with the Tanzania Commission for Science and Technology (COSTECH) to transform the innovation ecosystem by providing technical assistance and promoting active knowledge management and sharing.

The project is expected to facilitate the uptake of innovative solutions to improving the quality products and services through a Value for Money (VfM) approach to basic services in the public and private sectors. By these, HDIF strives to create social impact through innovation for the less advantaged people in Tanzania.

The following are three main components of the programme:

- **Inspiring** – quad-aligned networking and strategic awards that cultivate the innovation ecosystem in human development.
- **Catalyzing** – the diffusion of innovations in human development.
- **Transforming** – the focus and quantity of evidence available to key stakeholders on the adoption of innovation in human development.

Further details can be obtained from <http://www.hdif-tz.org>

2. Rationale for the Assignment

As part of its work on cultivating the innovation ecosystem in human development, HDIF uses several communication channels to reach its audience. These include HDIF's social media channels, website, newsletter, events, and networking opportunities. HDIF periodically extracts and analyzes data from these channels to get a better understanding of its target audience, to shape its communication, to target its learning, and to report to the donor. In essence, the findings from this analysis are used to shape HDIF's communication strategy, which in turn guides how the programme targets and engages with its audience and other innovation ecosystem stakeholders. Part of this engagement is done through HDIF's media products such as films, blogs, articles etc. These products must meet certain requirements in terms of numbers, content, and quality.

Currently in its 5th year of implementation, HDIF has started generating a lot of lessons relevant to the innovation ecosystem and is continuing to work on documenting and widely disseminating these lessons. Part of the programme's dissemination plan is to use the programme's website as a repository for all knowledge products and link all HDIF's media platforms to this repository. This calls for the customization and search engine optimization of the programme's website. The customized and optimized website needs to then be effectively managed to achieve the intended results.

In addition to using electronic communication channels to reach its audience, HDIF also uses events, workshops, and other networking opportunities to reach and engage with its current and future stakeholders. For these events and workshops to be successful, they need to be well designed, properly planned, effectively delivered and accurately documented.

The sum of all these activities calls for additional technical support to the programme.

3. Objectives of the Assignment

General Objective

The general objective of this assignment is to provide technical support to HDIF in its communications; reporting; and lessons generation, documentation, and dissemination activities.

Specific Tasks

The consultant will be responsible for executing the following tasks:

1. Train HDIF's Communications Specialist to extract, monitor, and carry a preliminary analysis of each HDIF's communication channels data. These channels include, but are not limited to, the programme's social media platforms (Facebook, Twitter, YouTube etc.), website (using Google Analytics as a minimum requirement and using other web data analysis tools if necessary), and newsletter (developed using MailChimp);
2. Support HDIF's Communications Specialist to carry out the day-to-day management of the programme's website by training the post holder on WordPress configuration, content creation, content organization, WordPress widgets, and WordPress plugins;
3. Support HDIF's Communications Specialist in the production of the programme's media products. This includes support:
 - a) to carry an audit of video status;
 - b) to finalize the production of all outstanding grantees videos;
 - c) to finalize the production of the Digital Principles film and dissemination plan;
 - d) in quality assurance of films and other media products produced by the programme; and
 - e) to upload all films to HDIF's YouTube channel and link them to other social media networks.
4. Provide inputs in the development of the programme's communications strategy;
5. Support HDIF's Communications Specialist in developing the programme's Social Media Policy and Procedures;
6. Provide technical support to the programme team in redesigning the programme's website. This includes:
 - a) the design and development of a new 'Knowledge Repository' page on the website.
 - b) Improving the look-and-feel and structure of any part of the website as decided by the team
 - c) support the team in identifying the best web-hosting solution for the newly redesigned website
7. Support the team in reviewing components of Principles for Digital Development (PDDs) resource pack for grantees;
8. Support the team on training the grantees on the PDDs;
9. Provide input and support in designing the programme's Innovation Week. This task does not include the management of the Innovation Week event;
10. Provide support in designing and facilitating other events and workshops in the next four months;

11. Support the team in implementing recommendations from the ecosystem mapping that was done earlier by the programme.

4. Time Frame

This assignment is expected to take a maximum of 75 days spread over a period of 4 months and is planned to commence before 1 March 2018.

A work plan that indicates the number of days and sub-activities for each of the tasks above will be developed by the consultant together with HDIF after the selection of the consultant and before the two parties enter into an agreement.

5. Deliverables

The deliverables for this assignment are:

1. Finalized and approved HDIF's Social Media Policy and Procedures;
2. Finalized and approved Digital Principles film;
3. Finalized and approved Digital Principles film dissemination plan;
4. Finalized and approved videos status audit report. This audit report should, among other things, clearly specify the videos that are to be finalized in the four-month period of this assignment;
5. Finalized, approved, and uploaded grantees videos;
6. Written confirmation from HDIF's Communications Specialist that she has been trained:
 - a) to extract, monitor, and carry a preliminary analysis of each of HDIF's communication channels data. These channels include the programme's social media platforms, website, and newsletter;
 - b) on WordPress configuration, content creation, content organization, WordPress widgets, and WordPress plugins.
7. Written confirmation from HDIF's Communications Specialist that required support in developing the programme's communication strategy has been provided;
8. Written confirmation from HDIF's Technical Manager that required support has been provided in:
 - a) reviewing components of Principles for Digital Development (PDDs) resource pack for grantees;
 - b) training the grantees on the PDDs;
 - c) designing the programme's Innovation Week;

- d) implementing recommendations from the ecosystem mapping done by the programme;
- e) designing and developing the new 'Knowledge Repository' page on HDIF's website;
- f) improving the look-and-feel and structure of the HDIF's website;
- g) identifying the best web-hosting solution for the newly redesigned website.

6. Coordination

The consultant will report to HDIF's Monitoring, Evaluation, and Learning Specialist and work closely with HDIF's Communications Specialist, HDIF's Technical Manager, and HDIF's Strategic Partnership Advisor.

7. Required Qualifications and Experience

- 1. Bachelor's Degree in a relevant field
- 2. At least 5 years of notable contributions to the Tanzania innovation ecosystem
- 3. Experience in extracting and analyzing data from social media platforms
- 4. Experience in managing websites developed using WordPress
- 5. Experience in designing and facilitating workshops and events targeting stakeholders from multiple sectors.
- 6. Experience in designing and delivering trainings to different types of organizations

8. Application

Please apply by submitting a curriculum vitae and covering letter online to info@hdif-tz.org. Subject for the application should be 'SOCIAL INNOVATION CONSULTANT POSITION'

Applications close on **Monday, 19 Feb 2018 at 5:00pm EAT**