



Terms of Reference Community Facilitator

Organization	Adeso - adesoafrica.org
Project	KujaLink Online Platform
Position Type	Community Facilitator
Position Location	Remote - Latin America and the Caribbean (LAC)
Duration	12 months
Reporting To	Senior Project Manager
Working With	Community Engagement Manager
Starting Date	Immediately
Application Deadline	24 October 2022
Vacancy Contact	Please send applications to consultancy@adesoafrica.org – Adeso will only respond to short-listed applicants.

ORGANIZATIONAL BACKGROUND

Adeso is an expanding and vibrant African based international development and humanitarian organization. At Adeso, we work with African communities who are yet to realize their full potential; working inside these communities to create environments in which Africans can thrive. Our belief that economic, social and environmental security is the bedrock of a healthy community drives the nature and intent of our programming. We work to prevent and overcome situations that adversely affect community well-being by: reinvigorating the economy, developing skills for life and work, providing humanitarian aid, and influencing policy.

For over 30 years we have strengthened rural livelihoods through environmental awareness, training, technology transfer and innovative humanitarian projects in pursuit of a peaceful, self-reliant, and greener future. At present, Adeso has programs in Somalia and Kenya.

Adeso is an exciting and dynamic organization experiencing managed rapid growth. It offers sound employment conditions with opportunities for personal growth and development

PROJECT SUMMARY

Over the past ten years, Adeso has developed an intimate understanding of the problems faced by both local and national NGOs on a micro and macro level. Adeso has a strong understanding of the barriers that local organizations face in accessing direct funding from donors and the challenges that donors face in partnering with local organizations.

KujaLink – an online platform – is a critical component of Adeso’s five-year strategy that is focused on systems change and infrastructure development to support the creation of an ecosystem that supports more democratic and equitable resourcing and the strengthening of Global South civil society.

KujaLink is a centralized online platform that allows direct donor access to local and national NGOs in countries receiving humanitarian and development assistance.



The solution aims to fulfill the following:

1. **Increase visibility** of local organizations
2. **Grow funding flows** to local organizations
3. **Create linkages** for both donors and organizations

BACKGROUND FOR CONSULTANCY

KujaLink Community Facilitators act as the liaison between the platform and our audience. They act as the voice, tone, and moderator of the brand through community support, content distribution, and digital engagement to build and sustain trust and connection online.

Their role is integral in onboarding new platform members and launching and sustaining KujaLink through the next phases of the development process. Facilitators also help create engaging content and foster connection, through online discussions.

SCOPE OF WORK

The main responsibilities of Facilitators on the platform include facilitation, coordination and administration of network functions including:

- Finding new users from existing networks and partners as well as new partners and answering their questions
- Onboarding new members and helping them to complete their profiles
- Engaging and retaining current community members
- Working as part of the Community team to implement the strategy for the KujaLink online community

Main Tasks

- Work with the KujaLink team to implement the online community engagement strategy and customizing the strategy for LAC region or members who work on specific topics or themes.
- Welcome new members to the KujaLink platform - ensuring they understand and can make use of all the features including develop and update onboarding materials, including guide, graphics, and video(s).
- Act as a brand ambassador and work on developing the community by participating in discussions, finding new users and listening to the current ones.
- Work with the team to measure metrics to understand Community Growth and Evolution;
- Understand the needs of users over time and develop strategies for retaining users;
- Engage with the KujaLink development and user experience team to ensure user feedback is captured. Support the team in managing the platform User Support discussion forum.
- Inform the development of internal community management processes and guides for future team members



CONSULTANCY PERIOD

12 Months

QUALIFICATIONS

- Degree, certificate, training or coursework in communications, journalism, public relations, marketing, or a related field
- Fluency in English and Spanish is required
- Relevant years in the social sector (2+)
- Experience working remotely and coordinating activities across multiple time zones
- Background in support-related field such as communications, PR, social media with the ability to interact with people online and understand how online trust works
- Strong written communication skills and ability to communicate ideas and concepts digitally.
- Ability to create content and work with others to create content.
- Comfortable with using a very wide range of digital platforms (email, Slack, Twitter, Whatsapp, Zoom, Wordpress) and experience with a range of online community platforms (Facebook, LinkedIn)
- Digitally savvy and able to keep up with the activity on the platform
- Flexible and adaptable with a high level of empathy and the ability to connect with users

DESIRABLE

- Solid understanding of civil society organizations
- Experience in online community engagement with evidenced achievements (e.g. doubling the size of an online community with several hundred members, delivering significant improvements on community retention)
- Data analysis and trend-spotting

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APPLICATION PROCESS

All applications should be sent to consultancy@adesoafrika.org by **24th October, 2022** with **Community Facilitator** on the subject line. The selection committee will review all applications as they arrive. All applicants must meet the minimum requirements described above, and those unable to meet these requirements will not be considered.

Each application package should include the following:



- An application letter addressing the selection criteria including how the consultant's previous experience matches the consultancy objectives as well as the interest for the position. It should also indicate the candidate's availability and consultancy rates. The letter should be no longer than two pages;
- Updated CV including relevant work experience and qualifications;
- Contact details of 3 up to date references.

Applications not including all of the above information will not be reviewed. Adeso is an equal opportunity employer.