Scope of Work for Content Manager Consultant

Project/Consultancy Title: Content Manager Consultant
Seniority: Mid-Level
Project Location(s): Nairobi, Kenya or Lagos, Nigeria
Duration: 3 months (possible extension)
Reports to: Ecosystem Lead, Jobtech Alliance

Background:
Mercy Corps is a global humanitarian organization working in over 40 countries at the front lines of today's biggest crises. Mercy Corps has built a reputation for innovative economic development programming, particularly working with start-ups, and hosts a venture capital arm called Mercy Corps Ventures. To respond to the challenge around youth unemployment in Africa, Mercy Corps established an ecosystem-building initiative focused on 'jobtech' in Africa called the Jobtech Alliance.

Department Description:
The Jobtech Alliance is an ecosystem-building initiative around inclusive jobtech in Africa launched in late 2021. Utilizing a systems change approach, the initiative is built around two workstreams: (1) We create an enabling environment for the sector to thrive through research and community-building, as well as work on funding, policy and sector representation; (2) We deliver a range of venture support activities with jobtech platforms across ten countries in Africa which enable entrepreneurs to build greater scale, impact, and inclusivity in their solutions.

Role Description:
The Jobtech Alliance is looking for a **Content Manager Consultant for 3 months (with possibility of extension)** who can bring our stories, insights, and events to life. This is a hand on, creative role for someone who can both craft compelling narratives and design engaging multimedia content that resonates across our channels. You'll work closely with the Ecosystem Lead and broader team to ensure that the work we do - supporting digital platforms, generating learning, and convening actors is not just documented, but translated into content that sparks engagement and action.

About Jobtech Alliance

Mercy Corps is a global humanitarian organization working in over 40 countries at the front lines of today's biggest crises. Mercy Corps has built a reputation for innovative economic development programming, particularly working with start-ups, and hosts a venture capital arm called Mercy Corps Ventures. Its youth employment work places a focus on jobtech (read more here), which it has worked with for over a decade - investing, supporting product innovation, and conducting research on the

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opportunities for the sector. In late 2021, Mercy Corps launched the Jobtech Alliance, an ecosystem-building initiative around inclusive jobtech in Africa. The Jobtech Alliance is an ecosystem-building initiative, which seeks to build the inclusive jobtech ecosystem in Africa through two complementary workstreams: (1) Improving the Enabling Environment for platforms to thrive and businesses and create quality jobs, through research and insights, community-building, development of open-source standards and tools, and improvement of the funding and policy environment (2) Venture Support to jobtech start-up across 10 African markets - we seek to improve strategy, product and operational innovations which make their services more viable and scalable, more inclusive and/or delivering better quality jobs for the users they serve (through technical assistance, project delivery support, grant capital and connections to partners)

Key Requirements

We're looking for someone who is both creative and practical, and who can hit the ground running. You'll be a good fit if you can show us:

1. **Solid experience**: At least 4 years working in content creation, communications, or social media management.

2. **A strong portfolio:** At least 2 samples of your work, across two or more content types (for example: a blog post + an infographic, or a video + a social media campaign).

3. **Storytelling:** At least 1 piece in your portfolio should demonstrate how you've taken a complex idea (like a research report or technical concept) and turned it into something clear and engaging.

4. **Design Skills:** You've created content in Canva (or similar tools) — and can show us visuals you've made.

5. **Social media know-how**: Show us at least 1 example of content you made specifically for social media — where you thought about platform trends and engagement.

6. **References:** Names and contacts for two people who can vouch for your previous work.

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What You'll Do

Content & Storytelling
• Translate Jobtech Alliance's research, blogs, and learning studies into engaging, accessible stories.
• Produce content tailored for multiple formats: social media posts, blogs, newsletters, video snippets, podcasts, and infographics.
• Stay ahead of social media trends and algorithms to ensure content visibility and growth.

Design & Multimedia
• Design high-quality visuals for reports, social media, and event campaigns (using Canva or similar - we're not looking for a specialist designer, but someone who can play around with tools to deliver compelling visuals).
• Manage multimedia production (short videos, podcasts, basic/intermediate graphics)

Events & Community Engagement
• Support event delivery, from content prep to on-the-day facilitation.
• Be confident in speaking or presenting as part of events and community convenings.

Strategic Alignment
• Deeply understand the work of Jobtech Alliance and capture the essence of our insights in content.
• Work hand-in-hand with the Ecosystem Lead to align content with our mission and community needs.

How to Apply
The application, written in English, should be submitted to Mercy Corps **before 5.00 PM on 30th September, 2025**. Applications should be addressed to tenders.mck@mercycorps.org and must include the following:

- CV and LinkedIn in PDF format.
- Portfolio in PDF format (At least 2 items in at least 2 formats – e.g. one written piece, one design/visual, one video/audio)
- Technical proposal in PDF format — **max 2 pages** (see below for guidance).

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- Two referees (name, organisation, phone/email) – can include in CV or email body.

Technical proposal — required structure (max 2 pages)
1. **Short summary (≤ 150 words):** understanding of assignment and target audiences.
2. **4-week editorial calendar (table):** one row per week, list 3–5 content items, format, channel, owner, and estimated publish date. (A simple table).
3. **Production plan & timeline (1 paragraph + bullets):** who will produce what, estimated turnaround for a typical content post + short video, required inputs from Jobtech Alliance.
4. **Metrics & reporting (bullets):** 3 KPIs you will track (e.g., post reach, engagement rate, # downloads) and reporting cadence.

Evaluation & Scoring (total = 100 points)

Criterion	Max points
Professional experience & relevance	30
Portfolio & work samples	30
Technical proposal (per structure above)	40
TOTAL	**100**

Detailed scoring rubrics (use this to ensure consistency)

1) Professional experience & relevance — 0–30
- **0 pts:** <4 years or no relevant roles. (Disqualified per mandatory rule.)
- **10 pts:** 4 years; limited relevance to African/startup/impact sectors.
- **20 pts:** 5–7 years; several relevant roles/projects in region or sector.
- **30 pts:** 8+ years (or strong mid-level track record) with measurable outcomes in similar contexts (startups/Entrepreneur Support Organisation, media) and demonstrated responsibility for content programs.

Score guidance: consider years + level of responsibility + documented role outcomes.

2) Portfolio & work samples — 0–30
- **0 pts:** No samples or poor quality / irrelevant.
- **10 pts:** Good single-format sample (e.g., writing) but limited range.

- **20 pts:** Multiple good samples across 2 formats (e.g., article + graphics/video); some demonstrated results (metrics or client testimonials).
- **30 pts:** High-quality multi-format portfolio (writing, visuals, and at least one video/audio), clear storytelling skill, and evidence of impact (engagement metrics or client feedback).

Gradeable signals: number of formats, recency, links that play, and any stated performance metrics.

3) Technical proposal — 0–40 (score each sub-element and sum)

Score sub-elements using the fixed maxima below (total 30):

- **Understanding & approach (0–12):** Clear, specific, shows fit with Jobtech Alliance audiences and objectives. (10 = excellent; 0 = missing/irrelevant.)
- **Editorial calendar sample (0–8):** Completeness (channels, formats, cadence). (6 = realistic and immediately usable.)
- **Production plan & timelines (0–10):** Realistic turnaround times, clear task ownership and tools. (7 = complete & realistic.)
- **Metrics & reporting (0–10):** Measurable KPIs and reporting cadence. (7 = clear, relevant KPIs.)

Total for Technical proposal = sum of subs (40).