

DIGITAL CONTENT SPECIALIST – FREELANCE

ROLE: Freelance digital content specialist

ORGANISATION: King's Trust International

LOCATION: Remote / any location

SALARY: depending on experience, between £225 and £350 per day. Please provide a day rate with your application

PROJECT BACKGROUND

We are seeking a Digital Content Specialist to lead with designing content for our WhatsApp based chatbot – Get Ready.

Get Ready is an interactive digital personal development programme that creates a safe and supportive space for young people to develop key life and employability skills. The programme is delivered directly to individuals via an interactive WhatsApp based chatbot, taking young people through a series of modules to build their employability knowledge, communication skills and confidence.

We are looking to create and adapt content for two separate programmes for use in two contexts; Trinidad and Tobago, and Nigeria. Both programmes will use the WhatsApp platform to enhance existing face to face learning.

Key components of Get Ready:

- Young people receive messages through WhatsApp
- The learning is self-paced, and messages are automated with young people sending specific responses to trigger the next message
- It is designed to look like a course based around specific topics, with young people receiving downloadable certificate for completing each module
- It is delivered with a mix of written text, audio notes, and illustrated images

PROJECT BRIEF 1 – Trinidad and Tobago

Project duration: approximately 4 weeks (during November/December) approximately 5-10 days depending on adaptations required

Scope of work:

- Design and lead a content workshop with our in-country partner, incorporating feedback from youth insight sessions (carried out by KTI)
- Adapt pre-existing chatbot content modules to align with programme aims and context, for example topics might include confidence, self-esteem, communication and self-awareness ensuring content builds upon face-to-face sessions
- Create new chatbot content modules to align with programme aims and context, for example budgeting and personal financial management, using existing content as a guide
- Basic M&E built into modules – develop questions for pre and post surveys

PROJECT BRIEF 2 – Nigeria

Project duration: Approximately 2 weeks (approximately 5 days depending on adaptations required)

Scope of work

- Adapt existing content modules to align with programme aims, including Confidence, Self-awareness, Finding Work and Managing Feelings ensuring content builds upon face-to-face sessions

ROLE REQUIREMENTS

E = essential, D = desirable

DESIGN AND DIGITAL

- Knowledge of writing content for digital delivery, specifically WhatsApp or mobile delivery (E)
- Knowledge and application of user experience and user centred design (E)

CONTENT

- Knowledge of logical content flow and user centred design (E)
- Knowledge and experience on how to design engaging and interactive sessions/activities which appeal to young people online (E)
- Knowledge and experience of educational programming and/or life skills and personal development programming for young people (E)
- Experience of proof reading/copy editing (E)
- Experience of taking face to face session plans, and adapting into online learning programmes (E)
- Knowledge and experience of the range of learning tools and processes that can be used to enhance learning for young people online (E)
- Understanding and/or experience of designing and producing online learning programmes for young people 16-25 (E)
- Experience of writing learning content aligned to Logic Models and other M&E frameworks (D)
- Knowledge and experience of embedding M&E within online programme design (D)
- Ability to create interactive and visually appealing content (E)

OTHER

- Experience of working in international settings or designing online learning tools for use in international settings (specifically the Caribbean and Sub-Saharan Africa region) (D)

HOW TO REGISTER INTEREST

Please send an email to Victoria.Riley@kingstrustinternational.org by 25th September 2024 including:

- A short expression of interest outlining relevant experience for the project and examples of relevant work
- CV
- Availability to start (insert expected start date/month)
- Day rate
- Contact details for two references you would be happy for us to approach (to be contacted only if candidate is selected)

KTI is committed to ensuring our workforce is reflective of our diverse communities and is committed to increasing representation of staff of Black, Asian and Minority Ethnic backgrounds across all roles and at all levels. We encourage applications from persons with connections to, or experience working with, the communities we're working for.

We welcome expressions of interests from individuals, agencies or people working together.

Please note that candidates must be registered as Self Employed and have a Unique Taxpayer Reference.