



## Statement of Work for: Online Community Management Consultant

### **1. Background**

NESsT ([www.nesst.org](http://www.nesst.org)) is an international non-profit organization that develops sustainable social enterprises to address critical social problems in emerging market countries.

In Peru, NESsT promotes the creation of technology-based social enterprises, through the development of incubation programs to support inventors and the development of innovative technological products, altogether with their dissemination in the market through social enterprises.

To do this, NESsT develops in Peru RAMP PERU project, funded by the Lemelson Foundation ([www.lemelson.org](http://www.lemelson.org)), which supports, recognizes and promotes invention and innovation, specially oriented to contribute to economic and social sustainable growth of the poorest people in the country.

### **2. Consulting Purpose**

To fulfill the communicational strategic goals and projects **for NESsT Peru** —and partially for NESsT Global— according to Deliverables section in this document.

### **3. Desired Skills and Experience Needed**

#### **Industry Experience and Knowledge**

-Knowledge and work experience in the social enterprise sector in Latin America and/or globally in line with NESsT's mission and strategic goals.

-Proven experience and relevant skills to work in an impact data driven environment (also in line with NESsT's strategic goals).

-Fluent in English and Spanish native speaker.

-Experience working abroad in Latin America and other emerging market countries -Extensive knowledge and work experience in Peru (both urban and rural settings).



### **Online Communications**

- Comprehensive and advance knowledge and ability with Websites and Blogs (editing and managing on Wordpress); also, with various social media platforms (Facebook, LinkedIn, Twitter, Flickr, Google Plus, Yammer).
- Ability to design, edit and create new multi-media (print, photo, video, online) marketing materials.
- Ability to work in cross-functional, multi-lingual and dispersed teams (working virtually is a possibility).
- Experience designing, creating and managing various online forums (through traditional social media sites (Facebook, Twitter, etc.), internal or external communications & knowledge management platforms (Salesforce, fundraising platforms, Google apps, etc).

### **Internal Training and Communications**

- Experience with online newsletter tools (such as MailChimp) and ability to assist the creation of high quality deliverables (through a creative design eye, tailored and culturally sensitive messaging approach, exceptional “hawkeye” editing, and disseminating materials to diverse and large audiences in a timely manner).
- Ability to assist and manage the creation of new (and manage the existing) NESsT on and offline knowledge databases and materials for internal and external communications training materials.

### **Organizational Capacity Building & Evaluation**

- Proven extensive experience working on global events through the design, facilitation and management phase.
- Proven and extensive experience designing, assessing, measuring and reporting results to internal and external stakeholders (such as senior management, the board, donors, partners and more).

## **4. Consultant’s Deliverables**

**Period:** From February to April 2013.

### **Online Communications**

- 1) Complete and execute the Communications team Website audit and update plan in English.
- 2) Design and execute the [NESsT Peru Website](#) (with focus in [RAMP section](#)) audit and update plan in Spanish.
- 3) Complete (and coordinate/manage global) Website update plan (includes translation and creation of new pages) for website’s Spanish version, in coordination with the Communications Associate, Latin America.



4) Design, lead training, and implement new social media and Press advocacy plan (including training materials) locally in Peru and globally (in coordination with Comms Associate).

5) Design and roll-out a 2013 blogging and editorial plan for Peru (Spanish) and Global for NESsT blog and Press Outreach.

6) Assist in the creation and organization of all NESsT Mailchimp e-newsletters for 2013.

#### **Community and Knowledge Management**

7) Support the Design and implement Peru's new social enterprise recruitment and open call application process, which includes the following:

a. Assist the creation of training and communications materials, as well as online systems to roll-out this new process.

b. Assist with the design and implementation of Peru PR/Communications strategy to all relevant stakeholders (partners, social enterprises, universities, key and relevant press, social media and blog contacts).

c. Assist the creation and update of press lists locally in Peru and globally.

#### **5. Confidentiality**

The Consultant shall protect and maintain the confidentiality of all information related to products. The intellectual property rights of this consultancy will belong entirely to the contracting entity NESsT.

**Submit your CV and economic proposals to [bvallebuona@nesst.org](mailto:bvallebuona@nesst.org) until January 21<sup>st</sup>.**