

REQUEST FOR PROPOSALS

Title

Community Engagement Manager for the TechNet-21.org website

Contract type

Agreement for Performance of Work (APW) with the World Health Organization (WHO)

Duration

9 months

Start date

1 April 2018

Objective

The purpose of the APW is to increase the quantity and value of community engagement on the TechNet-21 website, working with partners and the community itself to deliver new and improved features and services. The position includes website moderation and support, content management, localisation management, and social media management responsibilities.

Background

The mission of the WHO Department of Immunization, Vaccines and Biologicals (IVB) is to work towards a world in which all people are vaccinated against vaccine preventable diseases.

The overall work of the department is distributed in three main areas:

1. Initiative Vaccine Research Team (IVR) that provides leadership on the research activities to develop new or improve vaccines against diseases of public health importance and to facilitate their introduction and use.
2. Immunization policy that provides guidance and norms for vaccine roll-out
3. The Expanded Programme on Immunization Team (EPI) aimed at maximizing access to high quality immunization services, strengthen surveillance systems, and establishes links to other interventions.

Staff in the EPI team are organized into four groups –Global Information Management Systems, Immunization Delivery and Operations, Policy and Strategies, and Supply Technologies and Financing. This position sits within the Supply, Technologies and Financing Group which has responsibility for supply chain and logistics and financing.

Immunization supply chain and logistic systems (ISCL) are critical to immunization services to ensure the availability of appropriate equipment and an adequate supply of high-quality vaccines and immunization-related materials to all levels of the programme. WHO supports Member States in

strengthening national ISCLs that serve as the backbone of routine delivery systems for the Expanded Programme on Immunization (EPI), as well as to facilitate the preparation for new vaccine introduction.

The www.TechNet-21.org website enables immunization professionals to learn about and discuss the latest developments in immunization. The website offers the following tools:

- Forum—a place for users to share experiences, coordinate activities, and discuss recent developments in immunization.
- News—information on the latest immunization news, new job and proposal listings, and an immunization events diary.
- Resources—a variety of immunization-related resources, including a library of journal articles, photographs, videos, useful links and tools.
- Reviews—where members can submit reviews of WHO Performance, Quality and Safety (PQS)-prequalified products, and read the reviews of others members.
- Network—an area for colleagues to connect with others in the TechNet community.

The contractual partner will work to increase community engagement on the TechNet-21 website by actively engaging with the community to provide a website of even greater relevance and richness to its users.

Main tasks and responsibilities

The contractual partner is expected to perform the following administrative duties.

- In partnership with the TechNet website manager, work to increase community engagement:
 - Devise and implement methods to increase community engagement on the website
 - Establish and strengthen relationships/partnerships with key organisations and individuals in immunization
 - Connect with community members to ensure continued and optimal engagement on the website.
 - Initiate, plan, promote and implement moderated discussions on the TechNet-21 forum
 - Identify hot topics and connect with subject-matter experts to secure their participation
 - Oversee and direct moderated discussions to ensure they are vibrant, popular, and of use to the community
 - Roll-out TechNet Blogs, a space for thought-leaders to share their thoughts directly with the community
 - Work with group administrators to improve the relevance and value of groups to the community

Increased community engagement can be measured by: increased number of new forum posts and replies; increased activity in TechNet groups; increased number of visitors to the TechNet-21 website.

- Provide website moderation and support

- Moderate all new registrations on the TechNet-21 website
- Moderate all new posts on the TechNet-21 forum
- Troubleshoot user problems and work with the TechNet administrator to resolve them promptly
- Respond promptly to all emails sent to the TechNet Moderator
- Provide content management
 - Ensure forum posts are correctly categorised, tagged and linked
 - Manage entries in the TechNet Resource Library (proactively scour repositories of global partners to locate new resources to add to the TRL, and ensure that all existing resources are correctly entered into the TRL)
 - Manage entries in the Video and Photo Library
 - Post immunization news articles (approx. 1 per day)
 - Post immunization jobs articles (approx. 1 per day)
- Manage the French-language version of the TechNet-21 website
 - Ensure all static content has been translated
- Manage TechNet-21 social media channels
 - Promote website content using social media (Twitter, YouTube, Facebook, LinkedIn, Flickr)
- Promote the visibility of the TechNet website by engaging and collaborating with partner websites and organisations (IAPHL, PTD, etc.)
- In partnership with the with the TechNet website manager, complete the draft TechNet Conference 2017 Report

The contract is for the equivalent of 8 working days a month (2 days a week) to be performed on a flexible basis.

Skills and Experience

- Excellent knowledge of immunization topics (in particular supply chain and logistics) and key partners in global health (Gavi, UNICEF, WHO, AMP, JSI, PATH, Gates Foundation)
- At least five years working with international organizations, ideally within the field of immunization
- Online community management experience, including in social media and forum moderation
- Experience with web content management and localisation systems; familiarity with Joomla administration tools and plug-ins would be a bonus
- Excellent knowledge of English and preferably a good working knowledge of French

Deliverables

- Oversee at least one moderated discussion per month, starting in May 2018
- New registrations and forum posts are moderated within a 24-hour period, and correctly categorised, tagged, etc., for optimal consumption

- All problems reported by users are addressed within 48 hours (with the assistance of the TechNet administrator, if required)
- TechNet social media channels are kept up-to-date, as agreed with the TechNet website manager
- The Events, News, Jobs, RFPs, Videos, and Photos areas of the TechNet website are kept up-to-date
- Participation in monthly meetings at the WHO headquarters office in Geneva, Switzerland
- Monthly report of all work completed—a summary of all work undertaken that month
- In partnership with the with the TechNet website manager, draft SOPs for Community Engagement Manager position within three months of commencing work

Progress on achieving key deliverables and on the status of the duties described above will be submitted to the Technical Officer in the Supply, Technology, and Finance (STF) Group each month. These progress reports will be used to trigger monthly payments based on satisfactory progress reported.

Submission of proposal

Applicants are requested to submit a proposal in writing that includes the following:

- Statement of interest
- Examples of previous related work undertaken

Timeline and Duration

- Request for Proposals (RFP) issued – Thursday 01 February 2018
- Deadline for submission of proposals – Thursday 1 March 2018
- Award of contract – Thursday 15 March 2018
- Commencement of contract – Sunday 1 April 2018

Award of contract

The award shall be made to the agency whose proposal appears to best meet the requirements of the position in terms of skills, experience, and cost.

WHO reserves the right to contact bidders subsequent to submission of proposals and prior to award for clarifications. Revisions may be permitted after submission of a proposal, and prior to award.

WHO reserves the right to reject any or all proposals submitted.

WHO shall not be responsible for any costs incurred by the agency in preparing, submitting or presenting its proposal.

Contact Information for submitting proposals

Please submit an electronic copy (on disk or via e-mail) of your proposal, including all supporting documentation, to Mr Dan Brigden at email: brigdend@who.int, and also contact him directly regarding any questions on the RFP.