



Terms of Reference – Content editor and social media expert

Position: Communication and social media expert

Location: Remote or Warsaw (office)

Language requirements: Proficiency in English (and *national language*)

Project overview:

The Communication and Social Media Expert will be co-responsible for developing and implementing a communication plan for an EU-funded project focused on global education: “GET – *It’s Global Education Time. From School curricula to youth actions for Sustainable Development*” aims to promote innovative teaching practices and foster collaboration among educators across Europe (description of the project in Polish: [It’s Global Education Time! From School curricula to youth actions for Sustainable Development - Grupa Zagranica](#)).

Responsibilities (in the framework of GET project):

1. Communication strategy

- Collaborate with the Communication Manager to identify the project's target audience, particularly focusing on teachers, and study their communication preferences and needs.
- Select suitable social media platforms, with a focus on Facebook and Instagram, for effectively reaching and engaging with the target audience.
- Collaborate with the Project Coordinator and Communication Manager to align communication efforts with project objectives.

2. Content production

- Produce engaging written, visual, and multimedia content to share project updates, success stories, and relevant resources.
- Develop an editorial plan to guide content creation throughout the project's lifespan, reflecting project milestones and thematic priorities.

3. Social media management

- Manage and maintain the national social media accounts (in Polish).
- Curate and schedule posts, respond to inquiries, and engage with followers to foster a vibrant online community.
- Monitor social media metrics and analytics to assess performance and optimise content strategy accordingly.

4. Reporting and analytics:

- Generate regular reports on key performance indicators, including reach, engagement, and audience demographics.
- Analyse data to identify trends, insights, and areas for improvement, informing strategic decision-making.

Qualifications:

- Previous experience in editorial management and social media management, with a strong portfolio showcasing content creation skills and social media campaigns.
- Proficiency in both English and Polish, with excellent written and verbal communication skills in both languages.
- Familiarity with education-related topics and experience working with teachers or educational organisations is highly desirable.
- Strong organisational skills and the ability to work independently, prioritise tasks, and meet deadlines.
- Proficiency in social media management tools and analytics platforms.
- Creative mindset with a passion for storytelling and engaging audiences through digital channels.

Working hours and contract duration:

This position is offered for **12 months** (starting from October 2024) with the possibility of an extension and is a part-time position of approximately 32 hours per month.

Type of contract: mandate agreement (civil contract) with monthly payments (*in Polish: umowa zlecenie*)

Contract fee: 635 EUR/monthly (gross)
