

1. Title: Junior Social Media Data Interpreter

This Terms of Reference has been developed for the 510 team to support on the implementation of our services to Red Cross National Societies. The period is from 2023-08-14 to 2023-12-31

2. Responsibilities and lines of communication

This consultancy is placed in the 510 team, and falls under the responsibility of the 510 unit lead. The contact person for this consultancy is: Anca Luca

3. Context and history

We help to strengthen resilience of vulnerable people exposed to hazards and crisis situations and we respond to disasters and conflicts to save lives and alleviate suffering. In the Netherlands with more than thirty thousand volunteers and internationally through technical assistance, supplies and money. Together we act before, during and after disasters to meet the needs and improve the lives of vulnerable people.

We do this without regards to nationality, race, religious beliefs, class or political opinion. Our seven principles guide our humanitarian work: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

510 is the data initiative of the Netherlands Red Cross. Our vision is that smart use of data will help towards faster, higher quality and more (cost) effective humanitarian aid at a global level. The 510 initiative was established early 2016 and has grown since into a team of core and project staff, students and volunteer data experts with diverse backgrounds. The team is developing data and digital solutions for humanitarian aid. Our main results are published on 510.global.

For the past year, 510 (an initiative of the Netherlands Red Cross) has been providing Social Media Listening reports and advice to IFRC and the National Societies of Ukraine and 5 surrounding countries to help the National Societies understand community sentiment and feedback better and recommend tangible actions to enhance their service to the affected communities.

4. Purpose and Objectives

The objective is to deliver high quality, insightful, and actionable reports and analysis on a bi-weekly basis to IFRC and 6 National Societies connected to the Humanitarian crisis in Ukraine.

5. The Work

We seek a Junior Social Media Data Interpreter to join our Social Media Listening team. As a Junior Social Media Data Interpreter, you will analyse, cluster, and summarize the most discussed topics in instant messaging apps by People Affected in Ukraine and five neighbouring countries.

You will be working together with another teammate, and a data scientist, and you will be under the supervision of a Strategic Product Designer who will onboard you in the first weeks. As the rest of the team, you will report to the Lead Designer in 510.

Your work will facilitate the Regional and National Society Red Cross CEA teams to define, implement and improve the activities, programs and campaigns that support the People Affected in the Emergency Response in Ukraine and the affected countries.

For more information about our Social Media Listening work check out our blog:

<https://www.510.global/one-year-humanitarian-crisis-in-ukraine-the-supporting-role-of-technology/>

7. Deliverables

As part of a team effort, you will contribute to delivering bi-weekly Social Media Listening reports to 6 National Societies, by:

- Importing, reading, and clustering messages that are posted in the instant messaging app
- Interpret qualitative data and translate the main topics and needs into insights and Frequently Asked Questions
- Create and edit reporting deliverables for Excel, PowerPoint, and PDF formats that transform social data into a clear and actionable story
- Attend remotely bi-weekly presentations with stakeholders
- Provide constructive feedback

8. Profile

- Ability to synthesize information and produce insightful, accurate and actionable analysis
- Ability to transform qualitative data into a concise yet compelling story
- Critical thinking
- Excel and PowerPoint proficiency
- Empathetic
- Bias awareness
- Attention to detail
- Highly organized
- Team player
- Positive attitude
- Fluent in English, written and verbal, is mandatory
- The knowledge of Ukrainian/Russian is a preference
- Speed reading is a preference

9. Evaluation Criteria

Supplier's bids will be evaluated on based on best value, quality of proposed services, experience levels and ability to adhere to Terms of Reference and Invitation to Offer documentation.

10. Planning

The work should happen between 2023-08-14 and 2023-12-31

With a total estimated working days of 71

Requirements and analysis criteria

Consultants are requested to submit an email with their offer (daily or hourly rates), including their existing experience to deliver the work, experience and ability to work during this time period and any applicable constraints.

	Technical Evaluation Criteria	Points
	1. Proposed methodology and approach	
1	- Has the technical skills to deliver the work	30
2	- Ability to deliverables and objectives set out the terms of reference.	30
	2. Experience of the consultant	
3	- Consultant has proven experience carrying out similar assignments.	20
4	- Consultant has experience working in the similar regions and contexts.	10
	3 Writing and presentation	
5	- Concise, well written proposal in language matching terms of reference.	10

Application to be sent via email to Anca Luca - lead designer (aluca@redcross.nl) and Stefania Marcuzzi - strategic product designer (smarcuzzi@rodekruis.nl)