



CALL FOR APPLICATIONS

Position of Manager Content & Digital Media

Applications are invited for the position of Manager Content & Digital Media with the 3CL Foundation (3CL).

Target Profile

The position requires an experienced applicant with advanced content development skills and hands-on experience with digital media tools. The following qualities are pre-requisites for applicants:

- Experience in developing, curating and sharing content for dissemination on both offline and online media.
- Experience with WordPress.
- Familiarity with digital marketing, including search engine and e-mail marketing.
- Experience or familiarity with curation tools such as Hootsuite; e-marketing tools such as Mailchimp; and design tools such as Canva, Adobe Photoshop, and InDesign.
- A deep interest in projects that include elements of technology, education, design and social enterprise.
- A creative, self-motivated and proactive person, capable of working independently and as part of a team.
- In possession of excellent written and verbal communication skills, including strong academic writing skills.
- Ability to organise, plan and prioritise tasks within project timelines to meet interim deadlines.
- In possession of a good bachelor's degree (2nd Upper Standing or better) and ideally also be in possession of a Master's degree.
- Ideally proficient in multiple European languages, over and above the English Language

Position Responsibilities

1. *Coordination of all online and offline content on behalf of the Foundation.*
 - a. Management of content calendar to ensure that there is a content pipeline of 2 months ahead of time.
 - b. Writing and editing of compelling, new and factually correct copy for publishing on proprietary and third-party channels. This includes content such as blog posts, news updates, vlogs, newsletters and regular updates of the Foundation's website, as well as content for guest blogs and press releases.

- c. Production and editing of creative and engaging content for relevant social platforms. These include LinkedIn, Twitter, YouTube, Instagram grid, Instagram stories, IGTV and Facebook pages and groups.
 - d. Organisation of workshops, webinars and other public-facing events.
 - e. Scheduling publication of blog posts, podcasts, video interviews on our publishing and podcast platforms.
 - f. Management of regular content and newsroom brainstorming meetings to generate new ideas for content that cater to our community's needs.
 - g. Regular liaison with colleagues at the Foundation to ensure content is delivered in a timely manner and to an acceptable standard.
 - h. Proofreading of content materials.
 - i. Ensuring that the 3CL's overarching philosophy in formulation, voice and brand is protected in publicly written materials.
 - j. Ensuring content is optimised for search engines.
2. *Management of design aspects of digital and social media*
- a. Editing of images, scheduling and upload content for social platforms.
 - b. Production and editing of video using Premier CC Pro, DaVinci Resolve and/or other digital programs and publishing of videos on social media channels.
 - c. Oversight of production, editing or commissioning of podcasts.
3. *Monitoring of all activity across digital media channels*
- a. Operates as the main social contact at the Foundation, sharing learnings and best practice to support social media growth and facilitate engagement with target stakeholders.
 - b. Monitors activity on social platforms to ensure that questions / comments relating to the Foundation are swiftly and confidently addressed and relevant content shared across platforms.
 - c. Monitors the latest social media trends and new social opportunities to ensure the Foundation is recognised as a thought-leader in its field.
 - d. Enhances brand equity on all social channels.
4. *Project lead on all digital marketing activities*
- a. Development of relationships with current and future affiliate partners, identifying affiliate opportunities, undertaking content outreach with affiliates/partners and combining our affiliate efforts with our SEO projects.
 - b. Planning, creating and optimising paid social media adverts on a needs basis and assessing campaign performance, producing analytical reports and presentations of results.
 - c. Management of Foundation's weekly and monthly summaries/ dashboards of all activity and results, measuring achievements against objectives and working proactively to make suggestions and recommendations based on KPIs.

- d. Attendance of live online events to create social media assets, including photos, videos, vlogs and stories.
- e. Coordination with team on live and planned projects.

5. *Support responsibilities*

- a. Support in efforts to internationalise the Foundation's operations. This includes searching for sustainable partners on projects, identification of opportunities to secure non-Government funds, and work on applications for further EU and international grants. Partners may include policy makers, institutional leaders, educational organisations, research institutions, cultural and recreational Foundations, technology providers innovators, and other relevant national and international organisations in both the public and private sector.
- b. Support in generating technical and scientific conference / journal papers.
- c. Collaboration with local and international partners on a project-by-project basis.
- d. Identification of conferences, events, fora and speaking engagements in Malta and overseas which would enhance the Foundation's brand equity.
- e. Support in coordination, curation and development of relevant content, including news items, to be developed for all proprietary communication channels (including organisation's website, Twitter, YouTube, Instagram and LinkedIn).
- f. Coordination and mentorship of internal resources as directed by the Executive Director.
- g. Support on any other projects as assigned by the Executive Director.

Further Information

The position reports to the Executive Director. It is for a period of three years and renewable, subject to an initial probation period of three months.

The appointee will be expected to work at such places and during such hours as may be determined by the Foundation.

Application Procedure

Applicants should submit the following documentation by e-mail to info@3CL.org:

1. A note outlining their reasons for applying for the position;
2. A copy of their curriculum vitae in Europass format; and
3. A scanned copy of certificates where relevant.

Documentation should be received by not later than **8th August 2021**.

Selection Process

The selection procedure will involve:

1. Review of documentation provided by applicants;
2. Shortlisting; and

3. An interview and / or extended interview.

About the 3CL Foundation (3CL)

The 3CL is an autonomous, not-for-profit, social purpose international foundation (LPF-246) established in Malta in 2017 with the primary objective of leveraging on technology-enabled and connected learning as a public good. The Centre is managed by an Executive Director reporting to a board of directors.

Further information about the 3CL is available on www.3CL.org.