

Consultant, Digital Platform Engagement

Location: Distributed ('remote') working

Point of Contact: Head of Communications and Membership

Project Duration: 18 months contract

Budget: £45,000, covering the 18-month period

Deadline for expressions of interest: Thursday 17 August.

Background

Consumers International is the leading global membership organisation bringing together over 200 consumer organisations in more than 100 countries to empower and champion the rights of consumers.

We work with our Members and partners across national borders to address critical, systemic global issues that impact consumers. Representing and empowering consumers, we are their voice in international policy-making forums and the global marketplace to shape a world where everyone has access to fair, safe and sustainable products and services.

Working for Consumers International provides the opportunity to build solutions and partnerships to address the foremost marketplace issues and opportunities at global scale. See [here](#) for our achievements in 2022 to date.

Purpose of the consultancy

The consultant will lead on developing a new communities engagement hub, they will project manage our website launch and develop a framework for a consumer insights hub we would like to develop. The consultant should be well adept at launching and developing platforms, have a firm understanding of the user journey and be able to advise and apply innovation to work through issues.

Scope of work

Communities engagement hub

- In collaboration with our point of contact at Salesforce and with relevant staff at Consumers International build a safe, deliver an engaging platform to timeline (August 2023 – November 2023) for our Members and other community groups.
- Provide training and guidance to the Consumers International team to use the platform, and ensure it becomes their go-to means to engage the stakeholders we work with (September – March 2024).

- Onboard Members and other stakeholders to use the platform, provide guidance tools and FAQs to field their queries (November 2023 onwards).
- Report to the Leadership Team at Consumers International on engagement statistics, team use and how to mitigate challenges.
- Support the team to ensure they upload content including developing surveys, calls-to-action & other platform aspects (September 2023 onwards).

Insights hub

- Deliver a framework for an online system which gathers quality consumer insights from around the world. This platform will help inform better policy and business practice and enable our Members and partners to understand latest consumer issues.
- Work with the Consumers International team to ensure the framework and system pools from multiple online sources (e.g., reports, global surveys) across consumer policy insights, consumer behaviour studies, new academic research, as well as to incorporate data from our Members. The system should use automation where possible for efficiency.

Website relaunch

- Lead our website relaunch in early 2024, from procurement of a developer through to delivery by the end of the year.
- The consultant will lead the project management aspect of the launch, leading on the key delivery stages. This includes working with relevant staff at Consumers International and external stakeholders to consult on website procurement, user journey mapping, design, content, bug testing, and launch stages.

Ideally, we would like to onboard a consultant able to deliver the three core aspects of the consultancy. However, we are open to applications from those who could deliver on at least two aspects, for a reduced rate.

Experience

Understanding and experience

- Excellent prior experience in developing platforms and/or websites to engage communities in closed door and public settings.
- Understanding of what it takes to make a community engagement platform unique and a success, and to ensure interoperability with other systems.
- Demonstrable experience in using Salesforce or a similar Contact Relationship Management system.
- Experience in website relaunches, seeing the launch project through from start to completion.
- Commitment to the aims and objectives of Consumers International.
- Able to work in a fast-paced work environment.
- Outstanding collaborator, with the ability to build strong relationships internally and externally.
- Experience guiding and advising organisations on technical projects.

Skills and abilities

- Able to excite individuals to use new tools and systems they are unfamiliar with.
- Strong organisation and project management skills.
- Strong IT skills with excellent use of MS Office and a good grasp of virtual meeting software (e.g. Zoom or Teams).
- Applies innovation to meet challenges, assess risk and solutions and obtain best results.

Expressions of interest

If you are interested in this position, please share your CV or portfolio and your expression of interest (no more than two pages) with recruitment@consint.org.

Deadline for applications: Thursday 17 August, interviews may be held on a rolling basis.

For any questions relating to the job role, please contact Charlotte Broyd, Head of Communications and Membership: cbroyd@consint.org.

Our Values

The Consumers International team strives to live the following values:

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| Leadership | <ul style="list-style-type: none">• Making tough trade-offs to ensure we deliver against strategy.• Charting a path forward – listening to other perspectives, while being independent of those perspectives.• Self-starting, motivated to put ourselves in leadership positions and drive forward pieces of work.• Striving to bring others with us – colleagues understand the direction we are taking and our reasoning. Viewpoints are sought at key moments and delivery is orientated around the strategy. |
| Inclusivity | <ul style="list-style-type: none">• In delivering our strategy, creating the space to listen and understand views, and diversity of participation and representation. |
| Caring | <ul style="list-style-type: none">• Caring about the career development and success of our colleagues and how our team collaborates together.• Caring about the future of consumers and members and achieving impact for them through our strategy and change agenda. |
| Innovation | <ul style="list-style-type: none">• Pursuing new creative ideas that have the potential to change the world. |
| Agility | <ul style="list-style-type: none">• Adapting quickly in response to opportunity. |
| Efficiency | <ul style="list-style-type: none">• Generating the greatest impact for the least effort. Keeping it simple and systemising for efficiencies. |

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| Excellence | <ul style="list-style-type: none">• Delivering work to the highest standards with professionalism and integrity. The quality of work is evident to all. |
| Passion | <ul style="list-style-type: none">• Passion for a safe, fair, and sustainable marketplace for consumers drives our impact and the achievement of our organisational goals.• Engaging with energy and excitement. |