

**Marketing and Communications**

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# Expression of Interest

Web Content Manager

July 2023

# Sub Saharan Africa (SSA) Website Content Management (Cultural Engagement)

## 1. Part 1 - About British Council

The British Council has a strong track-record of supporting peace and prosperity by building connections, understanding and trust between people in the UK and other countries through arts and culture, education and the English language.

We uniquely combine the UK's deep expertise in arts and culture, education and the English language, our global presence and relationships in over 100 countries, our unparalleled access to young people and influencers and our creative sparkle.

We work directly with individuals to help them gain the skills, confidence and connections to transform their lives and shape a better world in partnership with the UK. We support them to build networks and explore creative ideas, to learn English, to get a high-quality education and to gain internationally recognised qualifications.

We work with governments and our partners in the education, English language and cultural sectors, in the UK and globally. Working together we make a bigger difference, creating benefit for millions of people all over the world.

We work with people in over 200 countries and territories and are on the ground in more than 100 countries. In 2021–22 we reached 650 million people. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body. Further information can be viewed at [www.britishcouncil.org](http://www.britishcouncil.org).

## 2. Part 2 – About the Cultural Engagement Portfolio within the British Council

See associated documents presented in this expression of interest.

## 3. Part 3: Requirements Overview

The British Council in Sub Saharan Africa is seeking a Consultant to review the content of the websites of the British Council across 16 countries in Sub Saharan Africa across the Cultural Engagement portfolio.

The country websites to be reviewed are:

3.1. Table 1 - Spilt Across Clusters

S/N	West Africa	Southern Africa	East Africa
i.	Nigeria	South Africa	Kenya
ii.	Cameroon	Botswana	Ethiopia
iii.	Senegal	Mauritius	Sudan
iv.	Ghana	Malawi	Rwanda
v.		Mozambique	Tanzania
vi.		Zambia	Uganda
vii.		Zimbabwe	

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- 3.1.1. The key markets for the Cultural Engagement portfolio in Sub-Saharan Africa - Nigeria, South Africa, Kenya, Ethiopia & Sudan.
  - 3.1.2. The review will include an archive of outdated content, a review of the content format used, ensuring there is up to date and relevant content on the Country Pages for the Cultural Engagement Portfolio. The Consultant will also support in curating impact stories across the countries and identifying the key stories to be published on the updated websites as relevant. SEO is going to be a key element of the CE marketing strategy, so a good understanding of how keywords work in Content management across websites will be integral to the selection process.
  - 3.1.3. The Consultant will also work very closely with Key stakeholders across the region to ensure the right content is uploaded and visible across the region. The Consultant will also need to work very closely with the Marketing Hub to ensure the British Council brand guidelines are adhered to across the websites.

### **3.2. Objectives of Consultancy**

- 3.2.1. Ensure the British Council can communicate the CE programmes available across the portfolio in a timely manner across the listed countries.
- 3.2.2. Ensure up to date content is available on the websites across countries.
- 3.2.3. Properly archive outdated content and associated relevant materials.
- 3.2.4. Generate more leads and face to face or online participation at relevant Cultural Engagement programmes and activities.
- 3.2.5. Build visibility and interest in CE programmes across SSA.
- 3.2.6. Increase website visits and high-quality traffic across the webpages for CE across SSA.

### **3.3. Duration of Consultancy**

The Consultant will be contracted for five months from 1 August – 31 December 2023. Five days work week with requirements to physically be present at least two times a week in the country office. The selected consultant will be contracted for a maximum of 100 days to provide the services and deliverables as articulated at the start of the consultancy and quarterly afterwards, with reasonable skill, care and ability in accordance with the standards set by British Council in any contractual agreement associated with these Terms of Reference.

The contract is renewable subject to satisfactory performance and mutual agreement.

### **3.4. Remuneration:**

- 3.4.1. Maximum Chargeable Days per month – 20 Days • Daily rate to be communicated based on location of selected Consultant (see guidance below) \*. All remuneration is all inclusive (with the exception of out of state travel) and subject to 5% withholding Tax. Consultant must be based in any of the four countries listed Nigeria, Kenya, Ethiopia or South Africa.

### 3.4.2. Table 2 (Remuneration guidance)

\*Based on country of base.

Country	Currency	Daily (local currency)
Nigeria	NGN	40,354.10
Ethiopia	ETB	2,763.10
Kenya	KSH	16,802.55
South Africa	ZAR	2,078.70

### 3.5. Key Consultancy Services

Consultant will be expected to provide the services listed below:

- 3.5.1. Manage the British Council, SSA web content across the country websites and the SSA link on the global British Council website working with the global communications team.
- 3.5.2. Conduct content audit across the websites of the 16 country webpages across SSA and the SSA extension of the global page to identify gaps and redundancies in the site content.
- 3.5.3. Create and implement content processes and templates for Staff/Partners/Funders to produce or update content
- 3.5.4. Produce maps and visualisations of the site to help Staff understand the structure and function of the website
- 3.5.5. Synergise the site map and structure across the pages for the different countries.
- 3.5.6. Write and edit webpage copy across the country and SSA global page link
- 3.5.7. Utilise the images from the British Council Image Bank to bring to life the content available on the webpages across CE portfolio
- 3.5.8. Develop website goals that are contributory to the overall organisation's business objectives.
- 3.5.9. Provide pre-update and post-update analysis of data on user interaction, bounce rates, viewing times on the web pages
- 3.5.10. Support with Content Archival and guidance for outdated content on the British Councils adopted platform for websites – SOLAS
- 3.5.11. Ensure a process for actively building the reach and engagement numbers for the websites across SSA, particularly the priority markets.
- 3.5.12. Work closely with key Business Unit Representatives to ensure content is updated and relevant to programme delivery and also work closely with Country Directors to ensure the appropriate levels of visibility is given to country priority programmes across SSA
- 3.5.13. Be a key contributor to the British Council SSA, SEO strategy – key guidance on keywords and formats.
- 3.5.14. Ensure brand compliance and data protection guidelines are followed.

### 3.6.0. Specific Knowledge and Experience

- 3.6.1. 2- 4 years demonstrable work experience as a Content manager – knowledge of content management systems, developing content, editing within a large and complex organisation.
- 3.6.2. Hands on experience with MS Office and WordPress
- 3.6.3. Knowledge of SEO and web traffic metrics and key drivers
- 3.6.4. Familiarity with social media
- 3.6.5. Excellent writing skills in English. Proficiency in French, Arabic, Amharic or Portuguese an added advantage.
- 3.6.6. BSc degree in Journalism, Marketing or relevant field / relevant experience
- 3.6.7. Editorial experience (i.e., proofreading, translation, knowledge of different content types, etc.)
- 3.6.8. Demonstrable experience in stakeholder management

### 3.7.0. Selection Timeline

Date	Item
11 July 2023	Open Call
20 July 2023	Call Closes
20 - 21 July 2023	Shortlisting
24 - 25 July 2023	Inform Successful Consultants
27 – 28 July 2023	Consultants Interview
31 July 2023	Final decision
31 July 2023	Contract concluded with winning consultant
1 August 2023	Contract start date

### 3.8.0. Expression of Interest

To apply, interested consultants are requested to offer a Proposal (detailing experience in key requirements stated above in not more than 2 pages)

**Please submit your expression of interest or returns to [subsahara.procurement@britishcouncil.org](mailto:subsahara.procurement@britishcouncil.org) , with the e-mail title 'Web Content Manager' by 20 July 2023.** Applications will not be accepted after the given deadline.

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### **3.9.0. Intellectual Property**

The British Council will own the intellectual property rights and the license to use.

## **Part 4: Conditions**

You are responsible for obtaining all information necessary for submitting a proposal/quotation and for all costs and expenses incurred in its preparation.

By issuing this Terms of Reference or by having any other form of communication with potential consultants, the British Council is not bound in any way to enter into any contractual or other arrangement with you or any other potential consultant. It is intended that the remainder of this procurement process will take place in accordance with the provisions of this Terms of Reference, but the British Council reserves the right to terminate, amend or vary (to include, without limitation, in relation to any timescales or deadlines) this procurement process by notice to all potential consultants in writing. The British will have no liability for any losses, costs or expenses caused to you as a result of such termination, amendment or variation.

Information that is supplied to potential consultants in this request for applications is supplied in good faith. The information contained in the Terms of Reference and the supporting documents and in any related written or oral communication is believed to be correct at the time of issue, but the British Council will not accept any liability for its accuracy, adequacy or completeness and no warranty is given as such.

At any time prior to the submission deadline, the British Council may amend the Terms of Reference. Any such amendment shall be issued to all potential consultants, and if appropriate to ensure potential consultants have reasonable time in which to take such amendment into account, the submission deadline shall, at the discretion of the British Council, be extended.

Your application is submitted on the basis that you consent to the British Council carrying out all necessary actions to verify the information that you have provided.