Vacancy Notice

Short-term consultancy – Request for proposals

Department: Campaigns and Communications

Post: Data Analytics Consultant

February 2022

About the ITUC:

The International Trade Union Confederation (ITUC) is the global voice of the world's working people, representing 200 million workers. We have 332 affiliated organisations in 163 countries.

The ITUC's primary mission is the promotion and defence of workers' rights and interests, through international cooperation between trade unions, global campaigning and advocacy.

The ITUC's Time2Act Community of digital activists is a key part of our global campaigning work. It is a global community of email subscribers who take regular actions (petitions, social media sharing, video messages) on human and labour rights issues. The Time2Act Community has been steadily growing since 2014.

Our need:

The International Trade Union Confederation (ITUC) is seeking a data analytics consultant to examine the ITUC’s Time2Act Activist Email List and Social Media Channels and identify a strategy and opportunities for list growth and increased engagement based on a review of our analytics.

The consultant would increase our capacity in the following areas/ways:

1. A comprehensive review of data analytics for the Time2Act Activist Email List in response to action emails. The list is managed with our CRM Microsoft Dynamics 365.

2. A comprehensive review of data analytics for the ITUC’s Social Media Channels (Facebook, LinkedIn, Twitter, Instagram) and their use to increase growth and engagement with the ITUC Time2Act Community.

3. Lead a discussion with the ITUC campaigns team and develop a strategy to achieve the ITUC’s goals around online growth and engagement.

Timeframe: The consultancy is estimated to require 40 hours a month between March-August 2022 with the possibility of an extension.
**Deliverables:**

1. An audit of the analytics for the Time2Act Activist Email List and the ITUC's Social Media Channels, and an audit of the impact of paid advertising currently used by the ITUC.

2. Based on the evaluation, development of a proposal for implementation to improve engagement and/or growth of the ITUC Time2Act Activist Email List.

3. As needed, revise or develop data analytics reporting for the ITUC's Time2Act Activist Email List and social media channels.

4. Advise on a strategy for the use of paid advertising optimised to gain new members of the Time2Act Activist Email List and social media channels.

**Requirements, Experience, and Qualifications:**

- In-depth knowledge of CRM – Microsoft Dynamics 365.

- In-depth knowledge of analytics for social media – Twitter, Facebook, LinkedIn, Instagram.

- In-depth knowledge of paid advertising on social media channels and Google Ads.

- Experience working with and optimising non-profit/campaigning organisations’ email growth, social media growth and engagement with online activists.

**How to apply:**

Please submit:

- Your CV and a short cover letter highlighting relevant knowledge and experience including examples of previous work.

- Your proposed fixed fee or day rate.

- Names and contact details for two references.

Please send your application in English to press@ituc-csi.org by 0900 (CET time) on 25 February 2022.

Shortlisted applicants will be contacted for a brief discussion to take place during the week of 28 February 2022, prior to selection. Applications are welcome from individuals and agencies.