



**Expanded Programme on Immunization (EPI)  
Department of Immunization, Vaccines and Biologicals (IVB)  
Family, Women, Children and Adolescents (FWC)  
World Health Organization (WHO)**

**Call for Expressions of Interest for Project Coordinator and Community Manager for the TechNet-21.org website**

Deadline for application: 10 November 2019

**Background:**

The mission of the WHO Department of Immunization, Vaccines and Biologicals (IVB) is to work towards a world in which all people are vaccinated against vaccine preventable diseases.

The overall work of the department is distributed in three main areas:

1. Initiative Vaccine Research Team (IVR) that provides leadership on the research activities to develop new or improve vaccines against diseases of public health importance and to facilitate their introduction and use.
2. Immunization policy that provides guidance and norms for vaccine roll-out
3. The Expanded Programme on Immunization Team (EPI) aimed at maximizing access to high quality immunization services, strengthen surveillance systems, and establishes links to other interventions.

Staff in the EPI team are organized into four groups –Global Information Management Systems, Immunization Delivery and Operations, Policy and Strategies, and Supply Technologies and Financing. This position sits within the Supply, Technologies and Financing Group which has responsibility for supply chain and logistics and financing.

Immunization supply chain and logistic systems (ISCL) are critical to immunization services to ensure the availability of appropriate equipment and an adequate supply of high-quality vaccines and immunization-related materials to all levels of the programme. WHO supports Member States in strengthening national ISCLs that serve as the backbone of routine delivery systems for the Expanded Programme on Immunization (EPI), as well as to facilitate the preparation for new vaccine introduction.

The [www.TechNet-21.org](http://www.TechNet-21.org) website enables immunization professionals to learn about and discuss the latest developments in immunization. The website offers the following tools:

- Forum—a place for users to share experiences, coordinate activities, and discuss recent developments in immunization.
- News—information on the latest immunization news, new job and proposal listings, and an immunization events diary.
- Resources—a variety of immunization-related resources, including a library of journal articles, photographs, videos, useful links and tools.
- Reviews—where members can submit reviews of WHO Performance, Quality and Safety (PQS)-prequalified products, and read the reviews of other members.
- Network—an area for colleagues to connect with others in the TechNet community.

The contractual partner will work to increase community engagement on the TechNet-21 website by actively engaging with the community to provide a website of even greater relevance and richness to its users.

## The Terms of Reference for the contract are as follows:

- In partnership with the TechNet Project Manager, coordinate activities on the TechNet-21.org website and manage the project planning to ensure the implementation of the new strategy is on track
- Develop and implement the communications and social media strategy and plans
- Manage the Partner Coordination Committee and strengthen collaboration with partner websites and organisations (IAPHL, PTD, etc.)
- Coordinate the weekly technical review with the website administrator and provide feedback to help fix technical bugs and develop new functionalities to improve TechNet-21 members' experience on the platform
- Support the technical team to develop concepts and implement the new strategy to simplify user experience
- Create and implement new processes to improve the members' experience on TechNet-21
- Coordinate and support the organization of the TechNet-21 2020 conference
- Increase community engagement
  - Devise and implement methods to increase community engagement on the website
  - Establish and strengthen relationships/partnerships with key organisations and individuals in immunization
  - Connect with community members to ensure continued and optimal engagement on the website.
  - Initiate, plan, promote and implement webinars on the TechNet-21 forum
    - Identify hot topics and connect with subject-matter experts to secure their participation
    - Oversee and direct webinars to ensure they are vibrant, popular, and of use to the community
  - Work with group administrators to improve the relevance and value of groups to the community, provide support and training to help them improve their skills in community management

Increased community engagement can be measured by: growing number of new blog posts; increased number of new forum posts and replies; increased activity in TechNet groups; increased number of visitors to the TechNet-21 website.

- Provide website moderation and support
  - Moderate all new registrations on the TechNet-21 website
  - Moderate all new posts on the TechNet-21 blog and forum
  - Troubleshoot user problems and work with the TechNet administrator to resolve them promptly
  - Respond promptly to all emails sent to the TechNet Moderator
- Provide content management
  - Ensure forum posts are correctly categorised, tagged and linked
  - Manage entries in the TechNet Resource Library (proactively scour repositories of global partners to locate new resources to add to the TRL, and ensure that all existing resources are correctly entered into the TRL, manage duplicates)
  - Manage entries in the Video and Photo Library
  - Post immunization job advertisements (approx. 10 per week)
  - Post new immunization-related events
- Manage TechNet-21 social media channels
  - Promote website content using social media (Twitter, YouTube, Facebook, LinkedIn, Flickr)
- Maintain SOPs for Community Manager position as necessary to ensure they are up to date

The contract is for the equivalent of 20 working days a month.

The Expanded Programme on Immunization (EPI) Team at WHO HQ is inviting proposals for the performance of the above work by a reputable individual.

### Requirements:

- Good knowledge of immunization topics and key partners in global health

- At least five years working with international organizations, ideally within the field of immunization
- Online community management experience, including in social media and forum moderation
- Experience with web content management and localisation systems; familiarity with HTML, Joomla administration tools and plug-ins would be a bonus
- Excellent knowledge of English and preferably a good working knowledge of French

**Deliverables on the end project:**

- The project planning is maintained up to date
- Webinars and other activities are planned and organized
- Strategies, plans and other updated processes are created
- New registrations, blog and forum posts are moderated within a 24-hour period, and correctly categorised, tagged, etc., for optimal consumption
- All problems reported by users are addressed within 48 hours (with the assistance of the TechNet administrator, if required)
- TechNet social media channels are kept up-to-date, as agreed with the TechNet website manager
- The Events, News, Jobs, RFPs, Videos, and Photos areas of the TechNet website are kept up-to-date
- Participation in monthly meetings at the WHO headquarters office in Geneva, Switzerland
- Monthly report of all work completed—a summary of all work undertaken that month

Progress on achieving key deliverables and on the status of the duties described above will be submitted to the Technical Officer in the Supply, Technology, and Finance (STF) Group each month. These progress reports will be used to trigger monthly payments based on satisfactory progress reported.

**Timeline:**

- Call for Expressions of Interest issued – Monday 14 October 2019
- Deadline for submission of Expressions of Interest – Sunday 10 November 2019
- Award of contract – Monday 25 November 2019
- Commencement of contract – Wednesday 1 January 2020

The proposal and all correspondence and documents shall be prepared and submitted in the English language.

**Proposal:**

The proposal should be concisely presented and include the following information:

- Curriculum Vitae (CV)
- Statement of interest
- Examples of previous related work undertaken
- Proposed cost estimate

Please submit an electronic copy of your proposal via e-mail, including all supporting documentation, to Mr Dan Brigden at email: [brigdend@who.int](mailto:brigdend@who.int), and also contact him directly regarding any questions on the RFP.