



Request for Partner(s)
**Content Management Consultant(cy) for a new online
platform dedicated to diagnostics**

10th November 2020

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1. ABOUT FIND

FIND is a global non-profit organization that drives innovation in the development and delivery of diagnostics to combat major diseases affecting the world's poorest populations. Our work bridges R&D to access, overcoming scientific barriers to technology development; generating evidence for regulators and policymakers; addressing market failures; and enabling accelerated uptake and access to diagnostics in low- and middle-income countries (LMICs).

Since 2003, we have been instrumental in the development of 24 new diagnostic tools. Over 50 million FIND-supported products have been provided to 150 LMICs since the start of 2015. A WHO Collaborating Centre, we work with more than 200 academic, industry, governmental, and civil society partners worldwide, on over 70 active projects that cross six priority disease areas. FIND is committed to a future in which diagnostics underpin treatment decisions and provide the foundation for disease surveillance, control, and prevention.

2. BACKGROUND

FIND is dedicated to transforming diagnostics and testing to solve some of the world's most challenging health issues. The organization is co-convenor of the Access to COVID-19 Tools (ACT) Accelerator Diagnostics Partnership, accelerating the development and implementation of new tools, as well as ensuring equitable access to testing, as part of the global response to the pandemic.

3. OBJECTIVE

FIND is creating an online market access platform and information portal that will provide data and visibility about the diagnostic landscape for COVID-19 and other diseases with significant unmet diagnostic needs.

For this project, we are looking for a Content Management Consultant (CMC) (individual or agency) for a duration of 6 months, with the possibility to extend the contract. Preferably, the CMC should be able to work in CET time zone and the fee structure should be appropriate for the position, duration of the contract and NGO environment.

4. ACTIVITIES

The CMC will support the FIND Market Access and Communications teams to manage and update diagnostic and supply chain data that will populate both a test directory and market access (marketplace/procurement) platform. The CMC will play a key role in managing and curating content that will feed into both initiatives, with a focus on data entry, as well as analyzing transaction data and managing user queries once the marketplace is up and running. The CMC will act as a coordinating focal point with external technology partners and other departments

within FIND (e.g. technical programme teams), ensuring transactions are processed and user queries addressed in a timely manner.

Key responsibilities will include:

- Oversee the day-to-day market access and test directory operations to ensure information is accurate and up to date; includes addition and removal of content, and securing required approvals both internally and externally
- Curate diagnostic technical information for a non-technical audience for test directory and market access platform
- Provide customer service to internal and external users, including troubleshooting and resolving issues
- Assist with technical support in collaboration with technology partner to ensure optimal performance of the marketplace, i.e. search engine optimization (SEO) efforts such as keyword research, site audits, page and site-level optimization, link building, and competitive assessment
- Work with the FIND communications team and website development partner to support and optimize the test directory and ensure harmonization with the marketplace
- Produce and distribute weekly and monthly reports on marketplace performance and develop key performance indicators
- Support FIND procurement team with the completion of ad-hoc client product requests, e.g. review and approval of product eligibility for inclusion in the marketplace
- Proactively identify operational problems, project-related issues, changes, variances and contingencies that may arise; facilitate problem resolution with appropriate parties
- Other duties related to the test directory and marketplace, as required

The CMC will report to the Sourcing & Supply Chain Manager.

5. PROFILE & QUALIFICATIONS

We are looking for a highly motivated individual who can give exceptional attention to detail, collaborate with cross-functional teams and meet tight deadlines. Prior experience in diagnostics would be a plus.

Your experience and qualifications should include:

- Bachelor's degree in a related field or equivalent work experience, preferably in a business-related field, data science or digital marketing
- 3–5 years' work experience, preferably in e-commerce (online marketing) and/or the health sector. Knowledge of buying and/or selling on various channels strongly preferred
- Good understanding of web-based content management systems

- Good business analysis and data processing skills, particularly spreadsheet modeling (Excel pivot tables and VLOOKUP)
- Experience using digital and web analytics and web project management software
Knowledge of large database query and web analytical tools
- Demonstrated experience in customer service and working in environments using customer service ticketing / tracking systems
- Demonstrated ability to effectively collaborate with many individuals and teams.
- Extremely detail oriented and organized, with ability to manage multiple projects at a time and adapt to changing organizational needs while sustaining quality of work and timely delivery
- Proactive and adept problem solver; ability to come up with inventive solutions
- Strong communication skills
- Self-motivated and comfortable working independently achieving objectives with minimal direction

6. TIMELINE

This is a 6-month consultancy, from November 2020–April 2021, with possibility to extend.

7. APPLICATION GUIDELINES

If you are interested, please send your application (in English, and formatted in Microsoft Word or PDF) to tamara.gregol@finddx.org by 5pm CET on 22 November 2020. For more information on the content of the application, see **8. Evaluation Criteria**.

Selection of the applications will be based upon separate assessments of the offers. FIND reserves the right to request further information throughout the application process.

Any questions or clarifications regarding this application should be submitted in writing via e-mail to tamara.gregol@finddx.org prior to the closing date.

8. EVALUATION CRITERIA

To ensure consideration for the application, your offer should be complete and include all the following criteria:

For individual consultants:

- **Resume and cover letter:** Applicants will be evaluated on their qualifications, capabilities and capacities, including history of their work pertaining to the curation and management of content through an e-commerce platform.

- **Financial proposal:** Applicants will be evaluated on the quality of the financial proposal for this project as well as the transparency and breakdown of all financial elements comprising the final bid. Applicants should provide as much information as possible to explain the proposed budget.

For consultancy agencies:

- **Experience, capability and capacity:** Applicants will be evaluated on their qualifications, capabilities and capacities, including history of their work pertaining to the curation and management of content through an e-commerce platform.
- **Financial proposal:** Applicants will be evaluated on the quality of the financial proposal for this project as well as the transparency and breakdown of all financial elements comprising the final bid. Applicants should provide as much information as possible to explain the proposed budget.
- **Proposed team:** Applicants will be evaluated on the quality of the team that will work on the project. They are asked to submit complete CVs of each member of the proposed team and present the full working team, detailing how their background and experience will be of benefit for this work.