

# DGGF Academy: Community Management

## Request for Expression of Interest

<b>Assignment Title:</b>	DGGF Academy: Community Management
<b>Assignment country(/ies):</b>	N/A
<b>Publication Reference:</b>	DGGF Academy CM
<b>Publication Date:</b>	27/07/2021
<b>Deadline for Requesting clarification:</b>	03/08/2021, 23 :59 CET – responses on 05/08/2021
<b>Deadline for Expressions of Interest:</b>	23/08/2021, 23 :59 CET
<b>Individual/Firm:</b>	The consultant may be individual(s) or a firm.
<b>Procedure:</b>	Open procedure. A minimum of three parties will be shortlisted and invited to tender.
<b>Provisional date of invitation to tender:</b>	September 2021
<b>Provisional commencement date of the contract:</b>	October 2021

## 1. Description of the Assignment

### Introducing the Programme

The [Dutch Good Growth Fund/financing local SMEs](#) is a “fund of fund” investment initiative from the Dutch Ministry of Foreign Affairs launched in 2014 that aims to improve financing for the “missing middle” – i.e. entrepreneurs who have outgrown micro-finance but do not access SME finance services – in [72 countries](#).

The Seed Capital and Business Development (SC&BD) program was established to further the impact of the DGGF by providing Seed Capital, Technical Assistance and Business Support Services to local financial service providers and entrepreneur support organizations (ESOs). In addition, the program incorporates a [knowledge development and sharing component](#) that supports research, tests assumptions and shares insights on financing SMEs in developing countries and emerging markets - fostering industry-wide knowledge exchange.

### Introducing this Assignment

To test the proposition of DGGF’s Academy as a mechanism through which MSME (non)-finance knowledge and expertise are captured and shared in a virtuous circle of learn -> apply -> reflect -> reiterate towards replicating demonstrated innovations. The learnings from the first phase will inform the longer term strategy and operational set up of the Academy, the implementation of which might require further engagement of the community manager, but is not part of the current assignment.

DGGF is looking for a **community manager that will help the DGGF team plan and execute on the first phase of implementation of the DGGF Academy.**

The assignment shall be undertaken through the following tasks:

1. On-boarding the audiences of the Academy:
  - Attracting audiences using relevant “announcements” and providing access to relevant resources incl. practical tools structured as toolkits per target audience
  - Including audiences in strong networks of peers and connecting them to expertise in a series of “events” (e.g. learning lab, survey, peer meeting, webinar, etc.)
  - Facilitating peer to peer interaction through dedicated smaller groups, pods and chats of specific interests
2. Creating learning journeys for each audience:
  - Defining for each learning journey the target, the flow, the content and activities
  - Defining specific and targeted practice-based knowledge offer per learning journey based on audiences’ learning priorities and investors’ identified priority needs and expectations

- Reviewing existing content and activities and adapting them
  - Developing new content and activities required if DGGF or partners do not already have existing content
3. Executing on the beta version of the Academy:
- Researching and identifying the appropriate existing platform to host the Academy providing a learning management system while facilitating social learning
  - Negotiating and contracting the selected platform host
  - Uploading learning journeys materials and facilitating those on the platform

## 2. Qualification Criteria

The applicant may be an individual or a firm and must meet the following requirements:

- ✓ At least five years of experience and deep understanding of online learning community management including of learning management systems workings and facilitating social learning in a multi-cultural setting
- ✓ Experience in the impact investing industry and understanding of enterprise development and enterprise financing strategies in developing countries and emerging markets with a focus on “missing middle” finance
- ✓ Demonstrated strong background in partnership building and engagement
- ✓ Qualified, experienced and capable individual(s) with excellent interpersonal and communications skills, self-starter(s) and team player(s) that will result in successful interactions with the DGGF team and community; and high-quality work
- ✓ Availability for a full time engagement during a six month period starting in October 2021

## 3. How to apply

- Expressions of interest must be submitted electronically using the template. The template can be accessed and downloaded from the [DGGF news page](#).
- Applications must be submitted electronically by 23/08/2021, 23:59 CET to Julia Kho, [jkho@triplejump.eu](mailto:jkho@triplejump.eu) and must use the following subject line: “EoI DGGF Academy CM [applicant name]”.
- Any additional documentation, such as financial proposals or brochures, will not be considered.

## 4. Clarifications

- Requests for clarification may be submitted by 03/08/2021, 23:59 CET to Julia Brethenoux, [julia@triplejump.eu](mailto:julia@triplejump.eu) and must use the following subject line: “EoI DGGF Academy C] [applicant name]”.
- Answers to the requests for clarification will be provided no later than 3 days after the deadline for clarifications requests and will be published on the [DGGF news page](#).

*NB: We reserve the right to make changes and improvements to the scope of the study in the following phases of the tendering process.*