



User Engagement Manager, Data Driven Districts – Johannesburg, South Africa

About the Data Driven Districts (DDD) Program

The [DDD Program](#) uses technology to support improved learner outcomes through the increased quality, availability, analysis and use of education data. DDD aims to provide complete education data in a seamless and accessible way to empower district officials, curriculum providers and educators to enable them to make real-time data-driven decisions and drive informed school interventions towards positive outcomes for learners. The DDD program was piloted by the Department of Basic Education (DBE) in 2012 in partnership with Michael & Susan Dell Foundation, and is implemented by New Leaders Foundation and technology development partners.

The DDD program has scaled since inception and processes learner and educator data for 90% of all schools in South Africa. This data is visualized on the DDD Dashboard, a highly intuitive online tool that provides learner performance data, key education metrics, and corresponding reports at multiple levels from school, circuit, district, province, to national. Our work involves developing and improving on technology to validate, aggregate, analyse and visualize learner and educator data, and engaging closely with government stakeholders and users of the toolset to facilitate their use of data in their education work.

Current opportunity – User Engagement Manager, DDD Program

Having achieved scale and maturity with high penetration in the South African education sector, the DDD program is at an exciting juncture and poised to achieve greater impact by increasing the depth of usage of the DDD toolset by education officials. To contribute to this next leap in impact, the DDD program is seeking to fill a new position for a User Engagement Manager. We require a communication and marketing expert who can shape and execute strategies that drive action from our product users, as well as enable DDD to build an identity to advance program impact. This role reports into the DDD Managing Director and manages a communications specialist.

Responsibilities

Drive DDD user engagement strategy:

- Develop the DDD user engagement strategy and objectives in line with the DDD program strategy and manage the roll-out across functions
- Refine DDD user segmentation across meaningful and actionable dimensions and criteria in line with best practice



- Strengthen DDD brand identity and awareness among users and key stakeholders
- Develop systems to support technology-enabled user engagement and impact measurement processes, including customer relationship management, automated communications, conversion rates tracking, AB testing, etc.

Communication coordination and brand management:

- Define and build out channels for DDD user engagement, to deliver data insight to users at the right time and place to drive user data-driven action on learner and school interventions
- Define best practice and creative campaigns, collateral, and tools to deliver DDD data insights, guidelines for action and thought leadership to users
- Monitor the impact of DDD communications campaigns and adjust activities accordingly to promote the quality of user engagement with the DDD dashboard
- Collaborate with DBE and other key stakeholder engagement teams to drive coordinated communication and messaging on DDD

Team and expert contributor leadership

- Manage, lead, and ensure professional development of communications specialist in execution of user engagement function objectives
- Align with Program Delivery and Solutions Development Management regarding stakeholder needs
- Coordinate campaigns with media houses, external parties, and organizations to expand DDDs footprint
- Monitor performance and problem solve to ensure function goals are being met

Education / experience required

- A mission-aligned individual with a minimum of 10 years' experience driving customer facing communication strategy and execution as a value driver in a technology consumer facing context
- Post-graduate professional qualification from a leading university
- Tech product communications and digital marketing experience a plus
- Prior knowledge of the education sector in South Africa is desirable; a burning curiosity to learn about all aspects of education delivery is essential
- A fundamental belief in the power of education to lift people out of the cycle of poverty and the ability of data-driven insight to improve outcomes



Qualities of a successful candidate

- Creative communicator able to integrate design thinking and user psychology
- Expert in digital marketing and leveraging user data analytics to drive decisions
- Seasoned professional who values diverse perspectives and has experience managing teams
- Adaptive learner who is self-motivated and enjoys working with others
- Conversant in two or more South African languages
- Ideally based in Johannesburg and able to travel nationally approximately 5% time (aligned to national Covid-19 protocols)

Applications

To apply please email CV to gia@homecomingrevolution.com