



Consultant: Online Learning Outreach and Retention

The Prevention Collaborative is a global network of practitioners, activists, and researchers working to better equip ourselves and others with the vision, knowledge, and skills necessary to end violence against women and their children. We strengthen the capacity of key actors to deliver effective violence prevention programmes, based on feminist principles and evidence- and practice-based knowledge.

We are seeking a consultant to develop an Outreach and Retention Strategy for the Learning Lab, an e-learning platform designed for practitioners keen to learn about prevention of violence. The core audience of the Learning Lab consists of practitioners and programme designers working in the field of violence against women (VAW) and violence against children (VAC) across Asia and Africa. We currently have over 2000 registered learners with a mix of online facilitated and self-paced course offerings.

The Consultant will be responsible for developing an in-depth strategy and action plan for increasing the audience of our online courses, and enhancing rates of learner retention and course completion. The Consultant is expected to be an individual with extensive experience in marketing and outreach of e-courses and learner engagement and retention in the context of adult learning.

Scope of work

10 days in April-May 2023

Responsibilities include:

- Conduct desk research on current good practices in the field of outreach, promotion, and marketing for increasing enrollment of online courses relevant for our core audience. This includes exploring tools and strategies like social media, community newsletters, e-course platforms, partnership strategies, etc.
- Conduct desk research on current good practices in the field of learner engagement and retention for open-access online courses.
- Design and conduct a focus group discussion and individual interviews with our core audience to identify audience preferences with respect to outreach and engagement.
- Develop an in-depth strategy and action plan, in line with the Online Learning Strategy 2022-25 which incorporates:



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- Market trends in the field of e-learning in the nonprofit sector along with realistic projections for Learning Lab's growth in the next three years based on said trends;
- Sustainable and creative methods to increase the outreach of the Learning Lab with our core audience; this could include ideas for partnerships, social media engagement, other promotional campaigns, collaborative marketing, etc.
- Innovative strategies and ideas to increase learner retention and course completion rates for existing and upcoming courses in line with the needs of our audience;
- Strategies for monitoring, measuring and reporting on the effectiveness of these ideas over time;
- Engage in additional primary or secondary research as needed for the successful completion of the consultancy.

Candidate profile

The candidate will bring the following skills and experience to the role:

Competencies:

- Expertise in marketing and promotion of online courses in the nonprofit sector; Experience related to marketing of open-source, feminist learning materials and courses is an asset.
- Experience in learning design with demonstrated expertise in increasing learner engagement and course completion rates for online courses. Expertise in designing courses for adult learners working in non-profit spaces is an asset.
- Strong research skills and communication skills.
- Demonstrated ability to synthesize research and information in an accessible and actionable language.
- Eye for detail and proven ability to manage timelines.
- A demonstrated commitment to feminist values and practice is an asset.

Education and Experience:

- Degree in Digital Marketing, Education, Adult Learning, E-learning, Design or related field.



- 7 to 10 years of work experience relevant to the role including previous experience with development of outreach and retention strategies.

Compensation and Benefits:

We recognise the positive value of diversity, promote equality and challenge discrimination. We welcome and encourage job applications from people of all backgrounds.

Work environment: This is a home-based position.

Flexible hours: The Consultant will be free to work at the time that gives you energy and makes you effective. The Consultant is required to be in close communication with the Online Learning Lead and attend regular meetings at a mutually agreeable time.

To Apply:

Interested candidates should send a short cover letter that highlights relevant experience and an expected daily rate along with a CV to learninglab@prevention-collaborative.org with the title "Consultant: Online Learning Outreach and Retention". We will review applications as they are received until 15th April 2023. Only short-listed candidates will be contacted.