

Womens Outreach Manager Terms of Reference

About Atma Connect

Atma Connect is an award-winning 501(c)(3) international nonprofit headquartered in California. Our vision is based on a simple principle: no one understands the challenges of poor and marginalized communities better than the people who live in them. Atma's mission is to use technology to empower low-income people around the world so they can report problems, share solutions, and improve their communities from the ground up. We have launched a mobile app in Indonesia called AtmaGo: Neighbors helping neighbors (www.atmago.com)

Our mobile app, AtmaGo, delivers real-time crowd-sourced content directly to user's mobile phones. Since our 2015 launch in Indonesia, we have built a community of over 200,000 users who share breaking news on fires, floods and emergencies; report problems in their neighborhood; and post on jobs, classes, and cultural events. The Jakarta Disaster Management Agency has called AtmaGo an "important platform" that helps the agency "reach poorer neighborhoods." Our work has won support from worldwide funders through various international awards, including the Global Resilience Partnership (Rockefeller) and the Amplify/IDEO.org Challenge (DFID, Zurich Insurance).

Gender equality is mainstreamed in our work as the system mobilizes everyone in the community to post and share information in areas that were defined by them. In our tracking and data analysis, we recognize that girls and women have participated less than boys and men due to cultural inhibition, availability of information that would motivate them to engage, and gender-neutral outreach efforts that would tend to attract men. However, women and girls are important contributors in the community in terms of employment, entrepreneurship, problem solving, and advocates for gender equality. To enable us to reach out to womens community more effectively, we are recruiting a full- time Women Outreach Manager (WOM) to join our team in Jakarta.

Responsibilities of the Women Outreach Manager

The WOM will undertake the following activities:

Partnership

The WOM will develop a partnership action plan in Indonesia to link the various women's groups to AtmaGo. She will create a strategic document outlining all the existing large women's organizations, their needs, and the opportunities to partner with them. She will conduct high level meetings with leaders in these organizations to develop partnerships. She will provide training as required to partners to allow them to participate actively in AtmaGo development.

Community Outreach

The WOM will work with the ATMA team in reaching out to women's groups, women entrepreneurs, students, and housewives to introduce and to promote the use of AtmaGo. She will have face to face

meetings with potential users together with the team or separate meetings if required. She will also reach them through facebook or other social media networks that are deemed appropriate by the team

Content Development

On the basis of the outreach activities, the WOM will work with the Product Director to develop content that would incentivize more women to post on AtmaGo. She will also work on users' satisfaction/appreciation on the postings. She will participate in survey development to develop women's content. She will develop a team of women ambassadors for AtmaGo who will create relevant content.

Data Analytics and Impact Evaluation

Together with the team, she will monitor the postings and develop the database by gender to report to donors, the public and for impact evaluation. She will also develop user feedback stories that could be used by ATMA to describe its gender focus.

Reporting

The WOM will report to and be guided in her work by the Advisor, Ms Minh Chau Nguyen.

Qualifications

The WOM shall have the following qualifications:

1. University graduate (S1)
2. Ability to communicate effectively with people from diverse women groups and communities and multicultural environment
3. Possess a high social media literacy - Facebook, Twitter, IG, Google+, etc
4. Ability to communicate fluently in English both in writing and speaking with the ATMA team
5. A self-starter, strategic thinker and an activist who is motivated to work for gender equality and social justice.
6. Ability to organize and mobilize women to participate and get results.
7. Ability to work on tasks with attention to details and accuracy and to deliver results timely.
8. Familiarity with nonprofits and, specifically, with technology and international organizations is desirable. An interest in smart city applications, sustainable development and community empowerment is helpful, but not required—as long as you are intellectually curious enough to learn about our niche over time.

Compensation: Compensation depends on experience and qualifications, and will be competitive and commensurate with other positions in the field. We are committed to the personal and professional growth of all staff.

How to Apply:

- **Applications are due July 5, 2017.** The position is open until filled. We are looking to hire someone as soon as possible, so we encourage you to apply early.
- Please submit a cover letter and CV, to jobs@atmaconnect.org. Include the subject line “Application for Womens Outreach Manager position.”
- **Your cover letter should answer the following questions:**

1. How would you propose to initiate partnerships with women's organizations in Indonesia?
 2. How could we make AtmaGo more useful for women, and more used by women?
 3. Give two examples of how you took initiative in your past to develop partnerships
 4. How do you measure your success?
 5. What skills, qualities and relationships will you bring to the organization?
- No phone or email inquiries.

About Being on the Team:

- We are a startup, entrepreneurial organization that is constantly refining our work. All staffers are expected to help build organizational capacity, including strategizing around program development, developing documentation, supporting communications and fundraising, and taking professional development opportunities.
- A certain amount of travel for all staffers will be expected and supported.
- Ability and willingness to learn the technological tools for remote working is also expected.
- We strive for a highly participatory, mutually supportive workplace that creates excellent work and allows us to have fun doing it. We are committed to the personal and professional growth of all staff.
- Atma Connect is an equal opportunity employer and committed to a diverse and inclusive workforce. We strongly encourage and seek applications from women and people of color.. We do not discriminate in hiring or employment on the basis of race, color, religion, national origin, gender, marital status, sexual orientation, age, disability, or veteran status.