**TERMS OF REFERENCE**

**Learning Cabinet Product Manager**

*Office of Innovation*

*Duration: 12 months*

*Duty Station: Remote (with regular travel to Helsinki, Finland)*

*Level: Individual consultancy contract*

**Advertising summary**

UNICEF’s Learning Innovation Hub is looking for an experienced digital product manager with strong entrepreneurial drive to lead the design and development of the Learning Cabinet – a highly engaging digital platform that makes navigating the digital jungle of edtech tools easier for anyone who is curious about digital learning. The digital product manager will lead the development of the platform that enables education professionals, youth, or teachers from all over the world to discover and access a curated selection of EdTech tools that can be deployed in their own contexts.

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UNICEF works in some of the world’s toughest places, to reach the world’s most disadvantaged children. To save their lives. To defend their rights. To help them fulfil their potential. Across 190 countries and territories, we work for every child, everywhere, every day, to build a better world for everyone.

And we never give up.

**For every child, innovate...**

The Office of Innovation (OoI) works to catalyse UNICEF's and all its partners’ expertise and resources to solve key challenges for children, with a view to continuously ideate and scale the most effective solutions with transformational potential at scale to achieve the child-related SDGs.

Within the Office of Innovation, the recently established UNICEF Learning Innovation Hub based in Helsinki with vision to become global home for the architects of the future of learning. It will support the Reimagine Education initiative by accelerating and scaling game-changing digital learning solutions that can help solve the learning crisis and provide access to quality education to all children.

**For every child, learning…**

In the next decade, technology will radically transform education. This is not only by improving the learning experience for children, teachers, and parents, but by making world-class digital learning solutions accessible to all children.

Today we are seeing a wealth of EdTech tools emerging: from adaptive learning programs for math and gamified language learning apps, to robotics kits powered by Machine Learning that invite children to give their first steps to computing education by tinkering with technology.

Many of these EdTech tools are featured in different places: platforms, databases, catalogues, and portfolios, yet it's still hard for teachers, parents, education leaders and colleagues in the field to discover them and understand which one would better suit their needs, especially when it comes to local environments within the global south.

Given this challenge, the Learning Hub will build and launch a Learning Cabinet, to be an online place where anyone, in any part of the world curious about digital learning solutions, can easily discover and access a curated selection of EdTech tools they can later deploy in their contexts. Projected users include education specialists working in development and governments, principals, teachers, parents, youth.

Through an engaging and user-friendly digital experience, visitors of the Learning Cabinet will be able to search and learn about different edtech tools that have been assessed using UNICEF EdTech For Good Framework focused on identifying digital learning solutions based on efficacy, quality, safety, security, equity, and sustainability.

 **How can you make a difference?**

You will work under the direction of the Portfolio Manager, leading the design and development of the Learning Cabinet, from inception to launch.

Building the Learning Cabinet, you will take a lean startup approach combined with initial agile market research, landscaping analysis and mapping of user's needs from various profiles. Just like any new idea brought to life, it will be shaped along the way while we learn by doing. You will act as the main internal focal point for the Learning Cabinet and will ensure timely and quality delivery of all components of the project, overseeing teams of coders, designers and content experts, working in close collaboration with relevant Learning Innovation Hub colleagues and with an extensive network across UNICEF divisions, offices, and teams.

An ideal candidate is an experienced product manager with experience from both design and coding, and from managing teams of designers, coders and content experts.

**Your main responsibilities will be:**

**Discovery & Design**

Conduct landscape mapping and user research to develop concept design for an MVP of the Learning Cabinet

* Conduct landscape Mapping with benchmark analysis.
* Conduct field-based Human-Centered Design Research
* Integrate the UNICEF EdTech Framework to the MVP
* Coordinate with relevant UNICEF sections to ensure the product is in line with UNICEF’s digital, security, accessibility, and brand guidelines
* Develop concept design for MVP

**Build & Launch**

Lead and oversee the strategic design, prototyping and building of the Learning Cabinet’s MVP to test key hypotheses of the solution.

* Support the contracting and onboarding of vendors (software development, design) to produce the Learning Cabinet functional MVP
* Develop, implement, oversee and maintain production timelines for the first functional MVP of the Learning Cabinet, including coordinating day-to-day activities with vendors and relevant colleagues (software development, design, content) from prototyping to launch, to ensure all tasks are on track and deliverables can be completed on time.

**Test & Grow**

Drive product development post launch, track user data and feedback and lead the prioritization and implementation of features for the Learning Cabinet

* Test in different environments and measure success through data gathering and consistent user feedback.
* Iterate and refine based on learnings from user data: Identify new features to be developed, including exploring AI based options to automate the assessment of edtech tools
* In coordination with LIH team, source the EdTech tools pipeline to grow the content of the Learning Cabinet

**Positioning**
Position and represent the Learning Cabinet externally and internally

* Support the communication team in development of robust PR and communication strategy and content.
* Post launch, support the communication team in developing marketing, advertising and distribution strategies for growth

**Description of assignment**

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| --- | --- | --- | --- |
| **Stage** | **Objective**  | **Deliverable** | **Timeline (Month)** |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** |
| **Discovery & Design** | **Landscape Mapping with benchmark analysis:** Map main databases and platforms featuring EdTech tools and solutions to understand challenges and opportunities in the field, and conduct desk research to map challenges and best practices for designing EdTech database platforms. | Develop a comparative taxonomy of the leading EdTech database platforms. Develop landscape mapping and benchmark analysis report, with suggestion of best practices and key features for the Learning Cabinet. |  |  |  |  |  |  |  |  |  |  |  |  |
| **Design Research:** Distill and understand the main needs and challenges for different user profiles to discover, learn and deploy EdTech tools. | Develop lean user research plan covering different types of users and conduct interviews (between 10-15) User Research Report with synthesis of key user insights and guidelines for how the Learning Cabinet might be designed to best address the needs and challenges faced by its potential users. (Including user personas; user journeys; full recordings of all the interviews; key quotes from interviews) |  |  |  |  |  |  |  |  |  |  |  |  |
| **Concept Design**: Based on the findings, develop concept design for MVP. Work in close collaboration with education team to design an engaging user experience that best helps users navigate the different features assessed by EdTech For Good Framework. | MVP Concept design, with draft wireframes delivered and approved by LH. |  |  |  |  |  |  |  |  |  |  |  |  |
| Coordinate with relevant UNICEF sections to ensure the product is in line with UNICEF’s digital, security, accessibility and brand guidelines | MVP Concept design includes relevant elements to ensure compliance |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Together with the education team of the LH, develop a process and roadmap on going assessment of edtech tools using the EdTech for Good Framework, that will be featured in the Learning Cabinet.  | Process and roadmap for developing content for the Learning Cabinet. Proposal for leveraging AI for automating part of the process of edtech assessments (content development) |  |  |  |  |  |  |  |  |  |  |  |  |
| **Build & Launch** | Support the contracting and onboarding of vendors (digital studio) to build the Learning Cabinet functional MVP | TORs and selection matrix to onboard software development, design & content expertise needed for the project |  |  |  |  |  |  |  |  |  |  |  |  |
| Coordinate and oversee the development timelines for the first functional MVP of the Learning Cabinet, including coordinating day-to-day activities with vendors and relevant colleagues (software development, design, content, internal stakeholders) from prototyping to launch, to ensure all tasks are on track and deliverables can be completed on time. | Product roadmap and timeline for initial landing page and first MVPLanding page deployed.Functional prototype of the MVP deployed |  |  |  |  |  |  |  |  |  |  |  |  |
| **Test & Grow** | Drive product development post launch, track user data and feedback and lead the prioritization and implementation of features for the Learning Cabinet* Oversee the testing in different environments and measure success through data gathering and consistent user feedback.
* Iterate and refine based on learnings from user data: Lead on identifying new features to be developed, including exploring AI based options to automate the assessment of edtech tools
* In coordination with LIH team, source the EdTech tools pipeline to grow the content of the Learning Cabinet
 | Functional prototype of the long-term concept of the Learning Cabinet deployed. New features designed and integrated in the roadmap, based on testing and user feedbackNew content integrated in the Learning Cabinet, including 40-50 new EdTech tools assessed. |  |  |  |  |  |  |  |  |  |  |  |  |
| **Positioning** | Support the communication team in development of robust PR and communication strategy and content. | Provide input for development of communications assets developed for the launch of the Learning Cabinet. |  |  |  |  |  |  |  |  |  |  |  |  |
| Post launch, support the communication team in developing marketing, advertising and distribution strategies for growth | Relevant communication and marketing assets developed |  |  |  |  |  |  |  |  |  |  |  |  |
| Payment schedule (percentage of total fee) | 9% | 9% | 9% | 8% | 8% | 8% | 8% | 8% | 8% | 8% | 8% | 9% |

**To qualify as an advocate for every child you will have…**

An advanced university degree (Master’s or higher) in Business Administration, Management, Product Design, Engineering, Innovation, or relevant field. A first degree + 2 years of additional experience would be considered in lieu of a Master’s Degree.

* A minimum of 5 years of relevant professional experience in building and managing the development of B to C digital products is required.
* Demonstrated experience in lean startup and agile digital product development is required.
* Demonstrated experience translating user research into product features, with deep understanding of UX/IU best practices is required.
* Demonstrated experience in budgeting and coordinating digital large-scale projects
* Experience in creating product roadmaps and defining go-to-market strategies
* Experience working with a multidisciplinary team of designers, engineers, researchers, and technical experts.
* Knowledge of the environment in which UNICEF operates and understanding the constraints of working in a developing-world environment. This should include experience developing low-bandwidth applications in challenging work environments.
* Good verbal and communication skills.
* Strong interpersonal skills and proven capacity to work with collaborative teams across different locations and with different technical skills.
* Fluency in English is required. Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) or a local language is an asset.

**Travel:**

* The consultant is expected to travel during the assignment, this will be planned and agreed with the supervisor
* The consultant is responsible for arranging his/her own travel, including visa and travel insurance.
* Any possible travel costs will be covered by UNICEF as per standard UN travel procedure

**Payment details and further considerations**

* Payment of professional fees will be based on the submission of agreed deliverables. UNICEF reserves the right to withhold payment in case the deliverables submitted are not up to the required standard or in case of delays in submitting the deliverables on the part of the consultant.
* Consultant is responsible for their own health and travel insurance

**How to apply:**

* Applicants are required to enclose a portfolio of digital tools that they have worked on / delivered, specifying the applicant’s specific role in each product, and including links to the product
* Interested applicant is required to submit a financial proposal with all-inclusive fee.  Please see the financial proposal template.
* Financial proposal must include travel costs (economy class) and daily subsistence allowance, if travel is required as per TOR and any other estimated costs: visa, travel/health insurance
* **Applications without a financial proposal will not be considered.**

**For every Child, you demonstrate…**

UNICEF's values of Care, Respect, Integrity, Trust, Accountability, and Sustainability ([CRITAS](https://uni.cf/UNICEFValues)).

To view our competency framework, please visit [here](https://www.unicef.org/careers/media/1041/file/UNICEF%27s_Competency_Framework.pdf).

UNICEF is here to serve the world’s most disadvantaged children and our global workforce must reflect the diversity of those children. The UNICEF family is committed to include everyone, irrespective of their race/ethnicity, age, disability, gender identity, sexual orientation, religion, nationality, socio-economic background, or any other personal characteristic.

UNICEF offers reasonable accommodation for consultants/individual contractors with disabilities. This may include, for example, accessible software, travel assistance for missions or personal attendants. We encourage you to disclose your disability during your application in case you need reasonable accommodation during the selection process and afterwards in your assignment.

UNICEF has a zero-tolerance policy on conduct that is incompatible with the aims and objectives of the United Nations and UNICEF, including sexual exploitation and abuse, sexual harassment, abuse of authority and discrimination. UNICEF also adheres to strict child safeguarding principles. All selected candidates will be expected to adhere to these standards and principles and will therefore undergo rigorous reference and background checks. Background checks will include the verification of academic credential(s) and employment history. Selected candidates may be required to provide additional information to conduct a background check.

Remarks

Only shortlisted candidates will be contacted and advance to the next stage of the selection process.

Individuals engaged under a consultancy or individual contract will not be considered “staff members” under the Staff Regulations and Rules of the United Nations and UNICEF’s policies and procedures and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultants and individual contractors are responsible for determining their tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.

The selected candidate is solely responsible for ensuring that the visa (if applicable) and health insurance required to perform the duties of the contract are valid for the entire period of the contract. Selected candidates are subject to confirmation of fully vaccinated status against SARS-CoV-2 (Covid-19) with a World Health Organization (WHO)-endorsed vaccine, which must be met prior to taking up the assignment. It does not apply to consultants who will work remotely and are not expected to work on or visit UNICEF premises, programme delivery locations or directly interact with communities UNICEF works with, nor to travel to perform functions for UNICEF for the duration of their consultancy contracts.

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