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**Médecins Sans Frontières Australia**

**Job Description**

**Position: Web Manager**

**Location: Sydney**

**Reporting To: Digital Communications and Community Engagement Manager**

**Travel : Domestic and International**

**Supervising: Web Developer**

**Status: Full time / Fixed term contract 4 months**

# Overall Responsibility

The Web Manager is responsible for managing and coordinating the Médecins Sans Frontières Australia (MSF-A) digital strategy and manages MSF-A multimedia production, digital channels, services and associated technology to effectively respond to the strategic objectives of the organisation in Australia and New Zealand.

**Main Tasks / Duties**

Digital Strategy

* Coordinates the development and evolution of MSF-A’s digital strategy in consultation with the Digital Communications and Community Engagement Manager and other relevant stakeholders
* Manages and is responsible for scoping, development and delivery of key digital projects
* Align all digital channels to MSF-A’s digital strategy
* Regularly report the relevant analysis and data from all digital channels to key stakeholders as part of ongoing strategy development
* Regularly consults with key stakeholders to assess and decide digital priorities for the organisation
* Ensures MSF-A is kept up to date with digital best practice

Branding

* Maintain the integrity of the MSF-A brand through ensuring consistent branding, style, and voice on all digital channels

**Digital Communications**

* Oversee day-to-day management of the MSF-A website
* Contribute to editorial decisions for digital content
* Oversee the publishing of web content tailored for Australian and New Zealand audiences
* Produce and/or oversee production of multimedia content that responds to MSF-A strategic objectives, including:
  + Live streaming of events
  + Photo slideshows
  + Video production – filming and editing
  + Supporter email blasts
* Test and analyse digital communications activities to ensure optimum results are achieved
* Contribute to the objectives of other MSF-A departments by advising, developing and implementing digital projects
* Manage relationships with outsourced partners/agencies where applicable
* Manage the photo/video database for MSF-A, including managing user accounts, and levels of access

**Digital Development**

* Effectively line managethe Web Developer ensuring they carry out their tasks and duties in line with their role requirements
* Ensure the Developer receives appropriate development and training to enable them to perform in their roles including the implementation of personnel evaluations and adequate provision for staff for personal development and training as relevant
* Review and monitor performance on a regular basis and provide input into the performance management and development program
* Respond to interdepartmental or intersectional questions related to the website and other digital platforms
* Scope and propose new digital projects and optimisation

**Technical Management (Systems, Data, and Technology)**

* Support and act as a back-up to ICT management of web servers, including:
* Security – compliance with PCI-DSS credit card security standards
* Uptime – ensuring web servers are available and functional
* Responsiveness – ensuring web servers capacities are not strained
* Backups – ensuring daily backups of data are successful

Liaise with ICT to ensure web server updates are timely and effective

* Oversee management of website Content Management Systems, including:
* Training of key staff in content editing and relevant use

Ensuring CMS is up-to-date and secure

* Oversee management of domain name registrations and DNS records
* Oversee management of SSL certificate registrations
* Oversee management of common standard digital technologies supported by MSF-A, ensuring consistency of:
* Minimum browser support
* Mobile-friendly designs and cross-device support
* Programming languages
* Databases
* Accessibility
* Content tracking software

**MSF international movement**

* Contribute to MSF activities globally through:
  + Multimedia or web development support
  + Supporting relevant international digital initiatives & projects
  + Discuss and contribute to international MSF digital strategies and the sharing of best practice through participation in meetings and visiting/collaborating with relevant MSF offices

Knowledge Sharing & Documentation

* Maintain the digital/online component of the Communications Department’s Manual of Procedures
* Maintain up-to-date documentation on all MSF-A digital assets & projects
* Regularly report on the performance of social media, web content and email blasts to relevant internal stakeholders
* Communicate the latest digital technologies within MSF-A ensuring the organisation is up to date and is consistently optimising its digital platforms and functionality

**Relationships**

* Reports to Digital Communications and Community Engagement Manager
* Provides digital communications advice and support to Fundraising Department and FHR Department on specific projects or through the Digital Working Group (DIDG)

**Other Duties**

* Support field operations through the production of high-quality communications as requested, including field visits

**Selection Criteria**

**Essential Criteria**

* Three years’ minimum experience in a similar role managing in-house developer(s), outsourced partners, and relationships with internal stakeholders
* Demonstrated Project Management experience for web or digital, including tendering, budget management, delegation and progress tracking, delivery, and acceptance testing.
* Experience with Drupal Content Management System
* Experience managing high traffic, high value e-Commerce websites
* Experience managing multilingual or multinational websites
* Demonstrated experience in multimedia production, video production or equivalent
* Demonstrated experience with analysing data and results (Google Analytics, etc) to present actionable insights to managers and team for improving our approach
* Understanding of SEO
* Demonstrated people management skills
* The ability to build strong relationships quickly
* Ability to work both independently and within a team
* Ability to multitask and balance urgent requests with longer-term projects
* Excellent communication skills
* Current right to work in Australia

**Desirable Criteria**

* Personal interest to work in support of a social or humanitarian cause
* Up-to-date with current and emerging technologies, standards, and trends

**Applications**

Applications MUST address individual selection criteria. You should also write a cover letter indicating why you want to work for Médecins Sans Frontières Australia and attach a copy of your CV.

Please note that a criminal record check may be required as part of the selection process. Applicants with criminal records will not automatically be ineligible for the position they are applying for. Médecins Sans Frontières Australia has a Child Protection Policy in place and all employees are required to comply with this policy.

Médecins Sans Frontières Australia is committed to creating an inclusive workplace for all our staff. We believe that a diverse team helps us better serve those most in need, and we encourage people from a wide range of backgrounds to apply for this role, including Aboriginal and Torres Strait Islander peoples, people from culturally and linguistically diverse (CALD) backgrounds and people with disabilities.

**Applications close: Sunday, 20th January 2019**

Applications and enquiries to

Email: officerecruitment@sydney.msf.org