

BIRDLIFE INTERNATIONAL - JOB SPECIFICATION/DESCRIPTION

JOB TITLE:	Web Manager
DIVISION/DEPARTMENT:	COMMUNICATIONS DIVISION

1. OVERALL PURPOSE OF JOB

This role will support the development of data-driven web systems that deliver on a number of BirdLife's strategic priorities and aim to fulfil the needs of a wide variety of users. Principal work areas include:

- Define operational procedures and create required associated documentation
- Support the Information Management (IM) and Information Technology (IT) teams in developing the web strategy
- Managing BirdLife International's websites and server stacks
- Leading on technical support and development of the BirdLife Partnership's extranet
- Supporting the development and improvement of BirdLife's website, systems and web applications and provision of informed technical advice at all levels on a wide variety of BirdLife projects
- Working closely with the Communications team to determine needs for the next iteration of BirdLife's external facing website, advising from a technical viewpoint
- Developing and maintaining positive relationships with external technical contractors ensuring service levels are suitable for organisational and staff needs
- Implementing a Human centred approach throughout the cycle of all development activities

Based within the Communications team you will work closely with IM and IT departments. This role will have the scope to develop towards the planning and implementation of projects targeted to realise the redevelopment of BirdLife's main website, extranet and associated sites

2. WORK RELATIONSHIPS

REPORTING TO (LINE MANAGER):
Head of Communications
REPORTING TO JOB HOLDER (LINE MANAGED STAFF):
There are currently no BirdLife staff that report to this position. This role will be expected to identify and liaise with third-party developers especially during short-term project-funded work.
PRINCIPAL OTHER WORKING RELATIONSHIPS/RESPONSIBILITIES WITHIN SECRETARIAT: <i>(Include nature of work relationship)</i>
The post will report to the Head of Communications, working closely with Heads of Information Management and of IT. Communications team – The Communications team is responsible for the content-driven part of the BirdLife external website (Drupal based) as well as a number of project websites and the BirdLife extranet. This role will work closely with the Senior Web Developer to ensure that data-driven applications are integrated with existing content. The post holder will provide or synthesise information and advice, helping to coordinate the development and implementation of web development plans. They will work particularly closely with Communications staff on provision of the web platforms and tools for maximising our editorial and publishing needs.

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Secretariat Staff and BirdLife Partners – The role will provide advice and training as necessary. Understanding user needs and acting on user feedback is a central part of the role.
PRINCIPAL WORKING RELATIONSHIPS/RESPONSIBILITIES WITHIN BIRDLIFE NETWORK : <i>(Include nature of work relationship)</i>
It is likely that through Regional Partnership Meetings the post holder will interact with the CEOs and Directors of BirdLife Partners. The BirdLife Secretariat manages the global site and species databases (and associated web interfaces) on behalf of the Partnership and relies on Partner staff to input, validate and review data. Partners are therefore critical stakeholders for you to engage with. The post holder will support the work of the Senior Web Developer, engaging with end-users within the Partnership to better understand their needs in order to develop web-based applications that directly benefit their conservation and research efforts.
PRINCIPAL EXTERNAL RELATIONSHIPS/RESPONSIBILITIES: <i>(Include nature of work relationship)</i>
The post holder will help to source and contract all external suppliers for systems related services. This is a critical role of the job. It will likely involve interaction with a range of external companies who provide goods and services for BirdLife systems work.

2 (a). KEY WORKING RELATIONSHIPS GRID

Contact	Level (1-3)	Contact	Level (1-3)	Contact	Level (1-3)
BirdLife network / other NGOs	2	General public	2	Policy makers (institutional /politicians/ corporations)	1
BirdLife advisory groups, committees, reg. councils	2	Press & media	1	Funding organisations (institutions, foundations, corporations)	1
BirdLife Global Council	1	Regulators/ legislators/ auditors	1	Individual donors/ members	1
Suppliers/service providers	2	Scientific community	2	VIPs/ royalty/ high worth individuals	1
Level of Contact 1.= General Informing. "Appearance, first impressions". May have some independent outside exposure and contact, primarily informative. 2.= Presenting/Representing/Reporting "Relationship management". Independent exposure representing BirdLife. Maintaining individual contacts. Usually managing information flow. 3.= Justifying/Negotiating - "Influencing decision makers". Independent exposure as lead contact, representing Birdlife to highly influential people. Responsible for complex and sensitive/high risk communications. Note: There is some additional guidance on this in the role evaluation sheet that should be used alongside new role descriptions.					

3. MAIN DUTIES/WORK PROGRAMME RESPONSIBILITIES

By main work area:
Main Duties: <ul style="list-style-type: none"> • Manage the maintenance of the systems that support and deliver BirdLife systems, online sites and applications • Define operational procedures and create required associated documentation for BirdLife online presence • Manage the SEO strategy, monitor web analytics. Working with the Digital Communications Officer to maximise impact of systems led services • Liaise with all internal departments to assist with the development of a coordinated approach to BirdLife’s activities • Digital marketing

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| <ul style="list-style-type: none"> • To work closely with other Communications staff to deliver the best solutions to the BirdLife’s communication needs • Share knowledge and skills (training where necessary) of web site management and development |
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4. LIMITS OF AUTHORITY/RESPONSIBILITY FOR RESOURCES

RESPONSIBILITY AREA	LEVEL OF AUTHORITY
Financial/Budgetary	Management of delegated budgets
Contracts – Funders	Unlikely
Contracts – Staff/Consultants	No
Contracts – Service providers	Negotiation of relevant professional services with any individual or company providing web related services
Legal Responsibility	No
Other	

5. EDUCATION/SKILLS AND OTHER SPECIAL REQUIREMENTS

REQUIREMENTS	KNOWLEDGE/SKILLS/ATTRIBUTES
Minimum General Education	Educated to a degree standard or equivalent professional qualifications
Job Specific Education/Qualification	Formal qualifications not required but see requirements under knowledge and experience
Job Specific Knowledge	<ul style="list-style-type: none"> • Familiarity with a range of content management systems <ul style="list-style-type: none"> ○ Confluence ○ Word Press ○ Drupal • Demonstrable understanding of database driven web content • Basic scripting skills in one or more of the following: <ul style="list-style-type: none"> ○ HTML ○ ASP ○ Java ○ AJAX ○ Python ○ CSS ○ PHP • Strong project management skills, and a good knowledge of a wide range of digital disciplines including: identifying and targeting audiences, digital product management, user design experience and content strategy • Strong attention to detail and ability to work under pressure and meet deadlines

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REQUIREMENTS	KNOWLEDGE/SKILLS/ATTRIBUTES
	<ul style="list-style-type: none"> • Knowledge of digital media trends • Good understanding of data analytics and business intelligence reporting
Experience	<ul style="list-style-type: none"> • Experience with Linux Servers or Windows server hosted services • Understanding of fundamental Network security principles • Team player with good communication skills • Experience in web analytics to create and implement plans, to drive conversions, improve visitor interactions, and optimise the performance of web functionality
Management & organisational skills	<ul style="list-style-type: none"> • Ability and motivation to deliver high quality work with minimum supervision • Flexible approach to managing and prioritising a high workload with multiple tasks in a changing environment with tight deadlines • An ability to take a proactive approach to systems development with intermediate level experience of planning, development, operation and implementation
Communications skills	<ul style="list-style-type: none"> • Excellent written and verbal communication skills with the ability to communicate technical issues to non-technical audiences
Creativity & Initiative	<ul style="list-style-type: none"> • Logical, practical and creative approach to problem solving. • Practice of continuous improvement. Keeping up to date with technological innovations and best practice
Computer Literacy	Covered in job-specific knowledge
Languages	Fluency in English required. Other languages an advantage but not essential
Travel requirements	Up to 1 month per year international travel may be required
OTHER DESIRED/HELPFUL KNOWLEDGE/SKILLS/ATTRIBUTES	
<p>The post holder will have substantial web/new media knowledge and expertise; and a strong and demonstrable background in building, maintaining and developing websites, preferably large-scale ones. The role will involve significant project management and internal communications skills and experience. Experience in building digital fundraising tools is an advantage.</p>	

Prepared by: Adjoa Boateng, Mat Kilby, Alex Dale	Date: April 2019
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