

## Global Alliance for Improved Nutrition

<b>Job title:</b>	Webmaster Specialist
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<b>Classification:</b>	Grade 4	<b>Direct reports:</b>	0
<b>Work location</b>	Nairobi, Kenya / New Delhi, India	<b>Travel required:</b>	None

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the United Nations in 2002 to tackle the human suffering caused by malnutrition. Due to COVID19, conflict in Ukraine and climate change, malnutrition and hunger have worsened significantly since 2019, reversing a decade of progress. There is growing recognition that our food systems need to change if we are to reverse these trends.

GAIN's Strategy aims to transform food systems to make healthier diets from sustainable food systems accessible to all people and especially those whose are most vulnerable to shocks. By 2027, we aim to improve the access of 1.5 billion people to nutritionally enhanced staple foods, improve the access of 25 million people to healthier diets, and support positive food system change in 11 countries. This is bold and complex, and the only way to achieve this is to work together with partners including governments, businesses, and civil society at the country and global level. These goals, and the ways of achieving them, build on our twenty-year legacy of transforming people's lives with improved nutrition through concerted action and effective policy change.

DESCRIPTION
<p><b>Overall purpose</b></p> <p>The Webmaster Specialist will be responsible for the development, maintenance, and overall performance of GAIN and GAIN's partner websites. The postholder will be responsible for strengthening and engaging GAIN'S online presence by ensuring our websites are functional, user-friendly, and aligned with the organisation's goals and objectives.</p> <p>The role will be part of the GAIN Global Communications team. The team is currently spread across the globe mainly between Geneva, London, Nairobi, and New Delhi. The GAIN Communications team works across different levels of the organisation to shape the nutrition narrative, capitalise on major events, build stakeholder engagement, and measure impact. The team works closely with the Executive Director, Country Directors, and Programmes Leads working in countries and with GAIN's representative offices.</p> <p>This position requires a considerable amount of technical expertise and teamwork, particularly since it covers a variety of projects and programmes across the organisation. The role requires a sound understanding of website management, technical skills and strategisation to grow the GAIN online community.</p> <p>The Webmaster Specialist will support the GAIN Communications team in website and digital campaign planning, coordination, and implementation, as well as general communications support for the team when needed. They will coordinate and work with other focal points in other countries and programmes and lead on website matters. They will be responsible for facilitating communications with an external web agency and liaise with developers and multiple budgets to coordinate website creation and updating.</p>

## Global Alliance for Improved Nutrition

### Tasks and responsibilities

#### Website Development and Maintenance

- Create, upgrade, and maintain website content, new interactive features and multimedia content, and ensuring web accessibility.
- Maintain themes, formulas and web assets housed in GAIN main server in collaboration with IT and other relevant internal stakeholders.
- Ensure that the GAIN's website design is visually and content-wise appealing, intuitive, reaches the targeted audiences, providing positive user experience and troubleshooting any issues that may arise
- Organise, categorise, and manage website content using content management systems (CMS) or other relevant tools.
- Oversee domain registration and renewal, as well as manage web hosting accounts and server configurations. This encompasses GAIN's partner websites.
- Implement website updates and upgrades by drafting and maintaining documentation for developers and content contributors.
- Support with UX design by assisting in creating wireframes and proposing new, streamlined designs in line with GAIN's branding.
- Support with the day-to-day operations for the website and review input from country communications leads in order for them to become active members of the GAIN web team.

#### Website Analytics and reporting

- Monitor and improve website speed, responsiveness, and overall performance to enhance user satisfaction and search engine rankings.
- Implement SEO techniques and strategies to improve website visibility, organic search rankings, and website traffic.
- Track and analyse website performance through qualitative and quantitative metrics using tools such as Google Analytics and generate regular reports to identify areas for improvement to assess user needs and ensure the website meets those needs and measure success.
- Work with IT and developers to implement security measures to protect the website from potential threats, such as malware, hacking attempts, and data breaches. In addition to support decision-making for the overall web governance at GAIN.
- Coordinate with the IT Web infrastructure team on the operations and evolution of the service.
- Keep up to date with the latest web technologies, trends, and best practices, and make recommendations for website updates or upgrades as needed.
- Provide solutions to the different existing microsites at GAIN and ensure they are hooked to the home website to support specific campaigns, programmes and events.

#### General Communications Support

- Work closely with stakeholders, including content creators, designers, developers to ensure the website aligns with business objectives.
- Coordinating global and country communications team to include graphic design and social media support, digital support, writing content etc.
- Support, and in other instances, lead communications projects as assigned by communications team.

### Key organisational relationships

- Reports to Digital Communications Manager

Works closely with:

- Head of Communications

## Global Alliance for Improved Nutrition

- Country Communications Managers
- Communications Associates
- Country Teams
- Programmes Team
- Web Agency

### JOB REQUIREMENTS

#### Competencies

- As web master, be cognizant of one or more coding languages, which is used to program websites, solve issues and improve server performance.
- Proficiency in Adobe XD, Figma or similar wireframe design software.
- Copy editing skills.
- Solid understanding of SEO, technical backend and CMS.
- Excellent communication skills – strong English written and oral capabilities. Excellent listening skills and an ability to foresee possible needs.
- Curious and driven to find new ways of improving internal communications.
- Excellent creativity and writing skills.
- Detail oriented.
- Ability to prioritise appropriately
- Ability to work collaboratively with a team and within a multicultural organisation.

#### Experience

- Proven experience in communication roles, preferable with links to website management, marketing, content creation, computer science, journalism, public relations, or related area.
- Demonstrable experience working as a webmaster in a CMS tool such as Drupal (preferred), Wordpress, Dreamweaver etc. in a business environment.
- Experience in SEO, UX design and improving online customer journeys.
- Experience of working with and managing third party/external agencies.
- Experience working with multiple stakeholders at all levels in different teams and locations.

#### Education

- A higher education degree or equivalent in web development, digital marketing, information technology or computer science

#### Other requirements

- Proficiency in English is required, working knowledge of French, Portuguese, and additional languages relevant to GAIN is an asset

## Global Alliance for Improved Nutrition

### WHAT GAIN OFFERS

- A competitive remuneration package.
- Flexible working hours through hybrid working opportunities.
- Friendly working environment.
- Professional development opportunities.
- The chance to make a lasting contribution to reducing global malnutrition.