



## The Commonwealth

### JOB AND PERSON SPECIFICATION

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**Job Title:** Web and Social Media Manager

**Division:** Communications Division

**Grade:** H

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**Reports To:** Director, Communications Division

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#### General information

The Commonwealth is a voluntary association of 53 independent and equal sovereign states. Its special strength lies in the combination of its diversity and shared values. The Commonwealth Secretariat in London is the principal intergovernmental organisation of The Commonwealth. It convenes summits and high-level meetings; executes plans agreed by Commonwealth Heads of Government; promotes Commonwealth values and facilitates the work of the Commonwealth family of organisations.

The Communications Division of the Commonwealth Secretariat is responsible for projecting the image of The Commonwealth (and the Commonwealth Secretariat), raising the Commonwealth profile to member governments, the media, specialist groups, young people, and the general public. It does this through various communications means, including proactive media relations and public affairs, online outreach through social media, Commonwealth publications and knowledge management.

#### Job summary

The post-holder, reporting to the Director of the Communications Division, is responsible for strategic planning, development and management of all Commonwealth Secretariat online activities. This includes providing the Director with support on the strategic direction for the Online Unit; overseeing content dissemination for all Secretariat divisions, Commonwealth and the Geneva and New York Offices, through the website and social media platforms, developing operation guidelines for web publishing and use of social networks; project manage the development of all online areas; line management of Online Unit staff and contractors; management of external web development and design agencies and responsibility for the efficient utilisation of the Secretariat's web budget.

#### Task description

The post-holder is expected to:

1. Take overall responsibility for managing the Commonwealth website. S/He will:
  - Develop and implement the online strategy
  - Manage and update the web dissemination processes for the Secretariat website and the web content management system
  - Manage and co-ordinate ongoing evolution of design, including site architecture, system architecture, management tools and visual design
  - Consolidate associated sites into the Commonwealth website

- Develop operational guidelines for online publishing
  - Oversee all technical and specialised aspects of producing and disseminating online content
  - Establish technical standards for online multimedia production
  - Manage the day-to-day maintenance of all the organisations online activities
  - Implement technical and editorial search engine optimisation improvements to deliver an ongoing increase in traffic to the Commonwealth website
  - Advise the Director of Communication and Public Affairs, and, as needed, Senior Management on major issues related to online activities
  - Oversee the implementation of an email marketing system on the Commonwealth website
2. Co-ordinate and project-manage all the online activities and processes for the organization. S/He will:
- Provide a professional web management service for all divisions of the Secretariat
  - Manage the development of specialist online applications for the divisions
  - Provide other client service-related activities such as web technical services where agreed between divisions, providing operational consultancy and representing the end-user on special digital projects
  - Plan and oversee the redevelopment of the intranet in collaboration with the IT section and internal communications
  - Oversee the strategic direction of the Commonwealth Secretariat's online collaboration network, including supplier selection and renewal, and technical developments in response to user needs
  - Run the online digital asset library of 20,000 images, multimedia files and documents: oversee site development and hosting; organise keyword scanning of hard copy picture stock; source new images; quality control photographs posted online
  - Quality assure externally-produced websites (such as event microsites) to ensure consistency for branding, technical integrity, web standards and design
  - Implement the Secretariat's social media strategy: use analytics to monitor social media reach (i.e. profile); deliver internal guidance and training to ensure buy-in to the strategy and policy
  - Monitor and report on the success of online platforms and activities using a variety of web analytics packages
3. Identify the need and draft policy where appropriate pertaining to the online presence for all Secretariat online activities. S/He will:
- Plan and direct business analysis, design, development and implementation of website services to meet the business requirements for publishing online content, using latest technologies and best practices for digital publishing
  - Advise all Secretariat divisions, the Commonwealth Youth Programme Regional Centres and the New York Office on web policies, strategies and opportunities.
  - Identify ways for divisions to collaborate more closely in the area of Web publishing and dissemination of information
  - Provide Secretariat-wide expert advice web communications best practice

4. Manage the Online Unit. S/He will:
  - Organise administrative activities of the Online Unit, such as resource mobilisation, budget, finance and staffing
  - Line management of four full-time staff members
  - Manage outsourced contracts with developers and designers
  - Manage the section's budget in order to ensure efficient use of funds by negotiating rates with suppliers
5. Co-ordinate and build links with partner organisations:
  - Act as the Commonwealth Secretariat's co-ordination point for the Commonwealth Heads of Government website.
  - Build and maintain relationships with Commonwealth accredited organisations web management teams; share expertise and improve standards
6. Perform any other duties as may be required from time to time.

## **Person Specification**

### **Education**

Essential: A Master's degree or a degree-level qualification in Internet Communications and Web technologies or similar

### **Experience**

Essential: At least five years' experience in a major web service developmental or online communications roles. Preferably working on high profile websites, in project management, content management and design management. Experience can have been gained in the commercial sector or international/public sector.

Desirable: Experience of graphic design, website development, Content Management System (CMS) management, search engine optimisation, Customer Relationship Management (CRM) implementations

## Competencies:

### **Respect for Diversity**

Works effectively with people from all backgrounds.

Treats all people with dignity and respect. Treats men and women equally.

Shows respect and understanding of diverse points of view and demonstrates understanding in daily work and decision making.

Examine own biases and behaviours to avoid stereotypical responses and does not discriminate against any individual or group.

Changes systems and processes when biases are identified

### **Working with Others**

Promotes team work and removes barriers to effective team working

Provides advice and guidance for others sensitively and where appropriate

Establishes ownership for relevant activities from the outset

Develops a wide network, including senior level contacts to facilitate activities and further own knowledge

Manages expectations of member states e.g. to ensure the alignment of what is requested and what Commonwealth Secretariat can offer

Demonstrates an ability to negotiate with and influence senior colleagues and contacts

Proactively liaises with other divisions, partners & third parties

### **Managing Resources**

Identifies targets for team activities and manages progress against objectives

Plans and manages activity spend accurately against budget

Takes responsibility for team activity and finds solutions to set backs in a timely and professional manner

Effectively motivates team e.g. by recognising and promoting team and individual contribution inter alia

Recognises strengths and weaknesses in others, structuring teams based on this knowledge

Drives forward results of others

Takes ownership for team wellbeing

### **Decision Making**

Considers the relevant justifications for a particular course of action

Takes context into consideration when making decisions

Makes effective decisions when acting on behalf of a senior colleague, seeking advice where appropriate

Bases actions and approaches on the root cause of an issue, rather than the symptoms

### **Accountability**

Takes ownership of assigned tasks, honours deadlines.

Ensures timely delivery of outputs within defined cost and quality standard parameters.

Takes responsibility for own shortcomings and compliances.

### **Leadership & Development**

Mentors colleagues effectively e.g. by suggesting development goals and providing on the job coaching inter alia

Provides constructive feedback to team members and colleagues with confidence and sensitivity

Actively seeks feedback on own performance and acts to modify behaviours where necessary

Inspires others through own enthusiasm