



## Webmaster / Webmestre

### Job Description

**Position:** Webmaster

**Reports to:** Communications & Marketing Officer

**Supervisee(s):** N/A

**Liaises with:** Heads of Departments, IT Officer

#### Purpose of the position:

To implement web pages, maintain content and oversee day-to-day management of Alliance Française Accra's website, and assure quality and filing integrity of web pages.

#### Main Responsibilities

- Responsible for the design of Alliance Française Accra's web pages, including graphics, animation and functionality
- Develop web page infrastructure and application related to pages with more advanced graphics and features
- Update site content and structure, in coordination with the Communications department
- Monitor web server and site technical performance, including content, links, order flows, registration flows and transaction logs
- Develop and implement search engine optimization strategies
- Update of Alliance Française Accra's information and contact details on directories
- Contribute to web marketing strategies
- Work closely with the Communications & Marketing Officer to set and ensure communications campaigns achieve their targets
- Promote partners' websites online to increase prominence within their web community where agreed
- Design and prepare elements/ graphic images for the web and print
- Provide regular accurate reporting, detailing results of each web communications campaign and possible improvement
- Develop and maintain database of client emails and send regular information e-mailings
- Maximize online affiliate opportunities and revenue generation for the brand (with possibility of widening affiliate advertising schemes)

#### Qualifications and Experience

- HND in Graphic Design or equivalent
- Proven Website Management experience (at least 3 years of experience)
- Strong web design skills, including the ability to edit HTML, JavaScript and Joomla
- Proficiency in Adobe Creative Suite (Dreamweaver, Flash, Fireworks, Acrobat, InDesign, Illustrator) and Windows Microsoft Office
- Familiarity with networking systems
- Familiarity with Microsoft SQLserver and SQL reporting services

## **Knowledge and Skills**

- Excellent written, verbal and interpersonal communication skills
- Strong organizational multitasks and time management skills
- Service-oriented attitude with excellent problem solving and analytical skills
- Ability to work independently, self-motivated, and highly focused.
- Attention to detail, ability to follow directions with minimum supervision and to work under tight deadlines
- A thorough knowledge of Search Engine Optimisation (SEO) techniques
- Experience of running and evaluating online communications campaigns an advantage

## **Salary**

It is subject to level of education and experience

## **How to apply**

Send CV and Motivational letter to [com@afaccra.org](mailto:com@afaccra.org) and [info@afaccra.org](mailto:info@afaccra.org)

Application must be send by **6<sup>th</sup> July 2015**