

Terms of Reference for Webmaster/Short-term Consultant

General Description

Webmaster, is responsible for the designing and maintenance of the World Bank Tokyo Office (ECRJP) Japanese website, from day-to-day site management to enhancing outreach toward wider audience for increased awareness. Additionally, s/he provides coordination and quality monitoring on web related issues for ECRJP. The webmaster is also expected to work on the dissemination of the World Bank Group's message through ECRJP's various multimedia tools including Facebook and Twitter.

Management and Reporting Line

S/he carries out the job with full understanding of the World Bank Group's mission, and in a proactive manner after the initial guidance provided by Communications Officer (TTL) and will report to Special Representative, Japan (Manager). To carry out these jobs, S/he ensures the sensitivities of the website governance and complies with legal requirements to protect private information.

Scope of Work

- Repurposes and formats content received in a variety of formats from content experts to align with ECRJP's communication strategy and publishes the materials on-line.
- Ensures that site content and design attracts maximum audience while complies with World Bank web policies and regulations at the same time.
- Follows evolving industry best practices in web and internet technology, content management, and usability; proposes improvements to ECRJP web sites accordingly.
- Pro-actively ensures integrity, accessibility, and optimum performance of web sites, through mechanisms such as regular web site audits.
- Develops and enforces metadata, such as descriptions and keywords to aid in site indexing and improved searchability.
- Functions in a help-desk system by interpreting and addressing user requests and troubleshooting users' technical web-related problems.
- Analyzes the usage of web sites and interpreting web site impact on users and users' needs.
- Extends the reach of online resources through various media tools and making those available

to staff, partners, and clients.

- Provides web coordination in the absence of web team leader.
- Maximize the engagement of web audience to the ECRJP's social media tools.

Selection Criteria

- Undergraduate degree or above with a focus on a field related to learning or technology.
- 5 years experience in web site content management, web application development, and general graphic design, including a versatility with a wide range of tools and software (Illustrator and HTML proficiency a requirement; Dreamweaver, Flash, Photoshop, Social Media expertise a strong plus.) Candidates with web graphic designer certificate is also a plus.
- Ability to write HTML/CSS with a solid understanding is a must; Experience with JavaScript is a plus.
- Experience in web site design, information architecture, web site usability and tracking approaches combined with SEO.
- Good command of Japanese and English essential. Proficiency of other languages is a plus.
- Strong writing, editing, and research skills.
- Ability to handle multiple tasks and perform under stress.
- Strong interpersonal skills and oral communication skills.