WordPress Website Manager

Consultant position - Terms of Reference

WWF UK is looking for a consultant to provide the oversight of a new website, the Faith & Nature Hub (FNH), under the Beliefs & Values Programme (BVP). This task consists mainly of general maintenance, management and design of the website.

We seek someone proactive, energetic and ready to deep dive with us (**i.e.** a non-techie team), to help ready our Wordpress website for our launch in July 2022.

**CONTEXT:**

The FNH is an online platform whose primary goal is to mainstream faith-based approaches in conservation practice. It will do this by serving the conservation community (70% of target audience), helping them to engage with faith groups, as well as supporting faith/religious groups interested in nature-focused programmes (30% of target audience). We aim to inspire these audiences and equip them with the tools they need to drive practical conservation action.

**RESPONSIBILITIES:**

The responsibilities of the consultant will be shared between website design and overall maintenance:

1. Website Design
* Plan, create and code the web pages, combining text with sounds, pictures, graphics and videos
* Design, layout and polish all pages; make design layouts consistent
* Regular content upload: upload new content to the website (e.g. articles, papers, case studies, videos, webinars, etc);
* Transform existing content and information (i.e. offline documents with no graphic design input) into engaging and appealing digital formats and tools (e.g. toolkits and guidance materials, infographics, checklists, questionnaires, slides/ presentations, etc).
1. Website Maintenance
* Raw data management: assist in website updates, deletions, mismatches, organization core data updates, archiving and adding new entities;
* User testing: help in user journey testing for further refining and improvement before the website launch, if required;
* User support: watch over password resets, new registrations, periodic user deactivation due to inactivity, last user activity over time, etc;
* Website monitoring & reporting: tagging; assess statistics for marketing, management, donor, benchmarking, Google analytics;
* Website strategy and development: assist with web strategy, developers, RFC and issue handling processes, new functionalities, hosting, contracting, etc.
* Liaise with web company as necessary.

**REQUIRED SKILLS:**

• Proficient in English
• Basic knowledge of web technologies
• Familiarity with micro-learning authoring tools
• Basic knowledge of HTML and CSS
• Experience in content management systems, (e.g. Wordpress, Yootheme)
• Fluency in multiple social media networks
• Basic web design skills

**TIME COMMITMENT:**

• 3 to 3.5 days/week on average
• An initial 3 months, with potential for an ongoing consultancy role
• Only applicants based within GMT or CET will be considered

**CONTACT:**

Please send an email to Diana Frances (dfrances@wwf.nl) with a CV, a short cover letter and portfolio.