### Job Description Ref no:

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|  | Role Profile |

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| Job Title | Web and Design Manager | | | |
| Directorate or Region | Wider Europe | | Department/Country | Ukraine |
| Location of post | Kyiv, Ukraine | | Pay Band | Grade G |
| Reports to | Head of Marketing and Communications | | Duration of job | One year fixed contact with the possibility of extension |
| ***Purpose of job:***  To develop and produce high quality artwork, multimedia content and design solutions for online and printed media using the British Council brand manual and asset bank. To maintain and develop the British Council in Ukraine official website and intranet.  ***Context and environment:*** *(e.g. dept description, region description, organogram)*  The British Council Ukraine is developing a stronger digital presence to support its programme activities, with the ambition of increasing its digital and web-based audiences of more than 800,000 a year. We intend to provide access to high quality digital content to more people across Ukraine across a variety of platforms, particularly in the areas of English, Arts and Higher Education. An effective digital presence is essential to maintain and increase the share of the teaching and examinations operations in a competitive market.  We will develop and introduce new online solutions to engage audiences in a targeted way, promote the British Council Arts, English and Higher Education programme activities and products and the Teaching Centre and Examinations units, organise interactive live sessions and competitions. The British Council has moved to a SOLAS platform for its Ukraine website and now needs to maintain up-to-date content and proactively engage its audiences through a variety of social media platforms.  The Web and Design Manager will utilise the newest industry approaches and developments to improve user-friendliness, usability, relevance and outreach of our online presence, and maintain high standards of our online and offline visual identity. (S)he will advise on Ukraine web audiences and engagement trends, and work closely with the marketing and communications team to ensure high levels of services and standards for the programme team, the teaching centre and examinations..  ***Accountabilities, responsibilities and main duties:*** *(including people management and finance)*   * Lead on developing and maintaining the British Council Ukraine website, initiate creation of new pages, new attractive contend, ensure the content is up to date, arranged in a customer-friendly way, tailored to specific audiences and reflects the latest news and programme events * Support internal communications and knowledge sharing by maintaining the British Council Ukraine Intranet page, updating content, modifying existing internal communications and relationship management tools, and creating new ones as required * Initiate cooperation and exchange of information with colleagues across all departments to collect and adapt content for both internal and external websites. * Design creation (brochures, posters, leaflets, folders, flesh banners etc.). * Managing production process of printed promo materials etc. (conduct tenders, place orders, control the production) * Coordinate SEO (working with external agency). * Collect and analyse the statistics from Google Analytics.   ***Key relationships:*** *(include internal and external)*  Head of Marketing and Communications  Communications Manager  Country Director Ukraine  Assistant Director Ukraine  Director English and Examinations  Deputy Director English and Examinations  Customer Excellence Manager  Project Managers  Business Support Services Managers  External advertising, marketing and PR agencies  Head of Digital Marketing Wider Europe  ***Other important features or requirements of the job*** *(e.g. travel, unsocial/evening hours, restrictions on employment etc)*  Occasional travel around Ukraine may be needed. | | | | |
| Please specify any passport/visa and/or nationality requirement. | | The right to work in Ukraine and travel around Wider Europe | | |
| Please indicate if any security or legal checks are required  for this role. | | Pre-appointment reference, medical and criminal checks | | |

### Person Specification

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|  | **Essential** | **Desirable** | **Assessment stage** |
| **Behaviours** | Being accountable (more demanding)  Making it happen (more demanding)  Working together (more demanding)  Creating shared purpose (more demanding) | Connecting with others (essential)  Shaping the future (essential) | Interview |
| **Skills and Knowledge** | * Good knowledge of Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Flash, PowerPoint * Ability to develop quality presentations and pitching materials * Microsoft Office 2010 * C1 level of English, fluent Ukrainian and Russian | * Basic knowledge of PHP * Knowledge of HTML, CSS, JavaScript, jQuery * Knowledge of ASP VBS, IIS, MSSQL * Knowledge of WordPress * Knowledge of analytics tools like WebTrends and Google Analytics * Understanding of Search Engine Optimisation techniques | Short listing  and Interview  English language test |
| **Experience** | * Visual design (printing materials design development, layout design, pre-production, design of outdoor ads, flash banners etc.) * Production management of printed or any other advertising materials * Operational web support * Visual design portfolio or examples of accomplished work | * Hand drawing skills * Photoshooting skills | Short listing  and Interview |
| **Qualifications** | Higher education degree | * Recognised certificates or qualifications that confirm the required skills and knowledge | Short listing |

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| Submitted by | Yulia Komberianova | Date | 01 November 2013 |