



Inter-Parliamentary Union

For democracy. For everyone.

Senior Web Editor Consultancy

Terms of Reference

Background

IPU is looking for a highly experienced, motivated and creative Senior Web Editor with excellent web writing and editing skills. S/he will be responsible for developing and managing all types of content on the IPU website to ensure it is a dynamic, engaging and accurate resource on parliaments and democracy that fulfils the user needs of a variety of target audiences.

In addition to commissioning new content for the site, the Senior Web Editor will have strong research and visual skills and an understanding of multi-media communications and resources. S/he will manage the English and French versions of the site and work with colleagues in all Divisions to coordinate the content workflow. S/he will also ensure all content is available in other language versions of ipu.org.

The Senior Web Editor will ensure IPU style guides are adhered to and will play a key role in the governance of the IPU website. S/he will also be responsible for categorizing content with taxonomies. With a solid eye for detail, well organized and deep understanding of international relations and politics, s/he will have excellent inter-personal skills and experience in working in a multi-cultural environment and global context.

The Web Editor is part of the IPU web team within the Communications Division and reports to the Director of Communications.

Skills:

- Excellent web writer and editor with strong attention to detail and the ability to alter writing style to reflect different audiences
- Proven experience in translating website communications goals into developing content that fulfils user needs
- Knowledge of multimedia resources
- Experience in integrating use of diverse social media platforms in online communications
- Experience in developing and running online campaigns
- Ability to define taxonomies and to categorize content with taxonomies
- Be able to multi-task and prioritize
- Ability to lead and manage a team
- Basic working knowledge of HTML
- Strong knowledge of Content Management Systems, preferably Drupal CMS
- Proficiency in the following: Photoshop, streaming audio and video, blogs, SEO, CSS, other web/programming languages.

- Solid ability to analyse Google Analytics and adapt content strategy accordingly.

Key deliverables:

- Leads content production and evaluation
- Identifies and works with subject matter experts within IPU Secretariat and among IPU Members to produce content
- Commissions and liaises with content producers
- Writes and edits content
- Approves content before publishing
- Has ultimate responsibility for the quality of both the content and the user experience by:
 - Ensuring that the content is up to date
 - Ensuring that the content is translated in all supported languages
 - Evaluating content performance based on analytics
 - Publishing content
- Defines workflow processes
- Defines policy on content production and content archiving
- Defines style guide for the web
- Enforces the style guide and IPU brand online
- Researches and commissions visual content
- Coaches and supports writers and content producers including photographers and videographers
- Manages IPU's social media accounts
- Proposes content that will help to implement the communications strategy and support overall IPU goals and objectives
- Plays key role in the execution of the communications strategy
- Works in cooperation with the IPU Web Manager to ensure technical features work well with content strategy

Work implies frequent interaction with the following:

Staff of the IPU Secretariat

Qualifications and competencies:

- 10 years digital communications experience, preferably as an online journalist or with an international organization
- Fluent English/excellent French written and oral communications skills
- Strong knowledge of international relations and politics is essential
- Knowledge of parliaments is preferred
- Bachelor's or Master's degree, preferably in international relations or politics

Dates and conditions:

The consultancy will run from 1 October to 30 March 2017. The consultant will be working from the IPU Headquarters in Geneva and will receive a fee of CHF 8'300 per month. Those persons interested in the consultancy and who meet the above-mentioned criteria are requested to send their applications, comprising a resume and a cover letter, to postbox@ipu.org by 5 September 2016.