

## **WEBSITE MANAGER – job description / person specification**

The International Debate Education Association (IDEA) is seeking to appoint a Website Manager to develop the organisation's website and its website strategy.

The role will be based out of IDEA's South East Europe (SEE) office in Skopje, Macedonia but will directly report to the Communications Director of IDEA Central based in Brussels, Belgium. The Website Manager will be required to travel to Brussels on a monthly basis.

The working language of the organisation is English.

### **About IDEA**

IDEA believes that debate is a way to give young people a voice. We are the world leader in debate education, providing resources, training and events to educators and young people. We work with schools and universities, debate organisations and community groups and we partner with foundations, NGOs, businesses and governments.

IDEA Central is based in Brussels, Belgium and is the umbrella organisation for a network of non-profit organisations that promote debate and youth engagement in more than 50 countries throughout the world. In addition to Brussels, the IDEA Network has offices in New York (USA), Amsterdam (The Netherlands), London (UK), Skopje (Macedonia), León (Mexico), Tunis (Tunisia) and Bishkek (Kyrgyzstan).

IDEA SEE runs the network's programmes in Macedonia and the surrounding region and is also responsible for the organisation's website and design activities.

### **About the website**

The website (<http://idebate.org/>) is one of IDEA's principal assets and acts as both communications tool and a tool for young people to access online debate resources and information. In 2013 the site attracted 3.9 million visits however there are a number of issues relating to design and usability of the site and it will need substantial redevelopment in 2014 in order to make it a more accessible and useful tool for our core audiences. The website lacks proper daily management and has grown organically become a complex site with many features, including 50 microsites in multiple languages.

The Website Manager will be responsible for bringing strategic direction and co-ordination to the website and managing the redesign.

### **Areas of responsibility and tasks:**

1. Develop the strategy, set goals and project manage the development of IDEA's website to ensure it is fit for purpose and an excellent communications and debate tool
2. Consult with the System Administrator and co-ordinate the technical and content teams across the IDEA network;
3. Support the strategic plan of the IDEA Network; and
4. Respond to online opportunities to support network activities.

### Specific activities

1. Develop the ongoing strategy for the development of IDEA's websites in liaison with the Communications Director and the Executive Director of IDEA Central
2. Develop IDEA's website so it actively supports IDEA's international and multi-lingual target audiences and stakeholders including IDEA offices and staff, funders, debate trainers, teachers and education providers, young people involved in debate (either on or offline)
3. Develop and co-ordinate content managers within each IDEA office and working with their line managers to manage the creation of content for the IDEA websites
4. Engage with relevant stakeholders inside and outside the IDEA network to identify regional, thematic, functional and event-based requirements.
5. Liaise with key stakeholders inside and outside the IDEA network to establish goals and where necessary to elaborate those into formal requirements with feasibility assessments for idebate.org.
6. Consult on the procurement of products and services to provide the infrastructure and technical functions and oversee relations with third-party suppliers of shared functions and services provided in relation to the IDEBATE website and / or other sites found therein or developed for the purpose of advancing the purposes of the IDEA network, in order to ensure compliance with funding.
7. Support the development of a strategy to support funding and or monetizing of the website
8. Other tasks as requested by the Communications Director and Executive Director, IDEA Central.

### Requirements and qualifications

1. Demonstrable project management experience in developing websites
2. Knowledge of the Drupal CMS, including, but not limited to, content management and delivery, theme administration and implementation of visual cues. Strong demonstrable knowledge of other CMS in place of Drupal will be considered
3. Strong management skills, excellent communication skills (listening, oral, written); and attention to detail.
4. Fluency in English; other languages desirable
5. A flexible attitude and ability to manage and oversee remote teams
6. Experience of working in an international environment and willingness to travel internationally;

The successful applicant will already have the right to work in Macedonia and to travel to the European Union.

**Expected start date:** March 2014

**How to apply:** Candidates should email the following documents by email:

- Comprehensive covering letter explaining why you feel you are qualified, plus
  - Detailed CV
- (Please provide both in English).

**Submit to:** Rhiannon Butlin - IDEA Central Communications Director

Email: [recruitment@idebate.be](mailto:recruitment@idebate.be)

Please use the reference: **Website Manager** in the subject line of the email.

**Application deadline: 21 February 2014.** Only short-listed applicants will be contacted.

The International Debate Education Association is an equal opportunities employer; women, minorities, and people with disabilities are encouraged to apply.