

TERMS OF REFERENCE

POSITION	Web Specialist
ORGANISATIONAL AREA	Digital & Innovation
PLACE OF WORK	Rome offices
RERFERS TO	Web Project Manager
CONTRACT TYPE	Collaborazione Coordinata e Continuativa
SALARY RANGE	€ 24.000 – 28.000 (ANNUAL SALARY)

INTRODUCTION TO SAVE THE CHILDREN

Save the Children is the world's leading independent organisation for children.

OUR VISION is a world in which every child attains the right to survival, protection, development and participation.

OUR MISSION is to inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives

Save the Children Italia (SC Italia) was created as an ONLUS in 1998 and is now a prominent member of Save the Children International.

SAVE THE CHILDREN'S VALUES

ACCOUNTABILITY: We take personal responsibility for using our resources efficiently, achieving measurable results, and being accountable to supporters, partners and, most of all children. **AMBITION:** We are demanding of ourselves and our colleagues, set high goals and are committed to improving the quality of everything we do for children. **COLLABORATION:** We respect and value each other, thrive on our diversity, and work with partners to leverage our global strength in making a difference for children. **CREATIVITY:** We are open to new ideas, embrace change, and take disciplined risks to develop sustainable solutions for and with children. **INTEGRITY:** We aspire to live to the highest standards of personal honesty and behavior; we never compromise our reputation and always act in the best interests of children. To finance our work, we depend on the support of the general public, volunteers, the corporate sector, governments and international donor agencies.

JOB PURPOSE

Within the *Strategy and Transformation Area* - specifically in Digital and Innovation -, the applicant will support the management and development of web-based projects, manage the relationship with external web agencies and the internal working group in order to identify efficient solutions and contribute to the marketing and communications objectives.

Furthermore, he/she will support the Organization's digital strategies, in terms of improving websites performance, usability and accessibility, support web projects development activities from a technical point of view (implementation, monitoring, tracking and data integration) and will support digital innovation processes so to take advantage of potential opportunities.

MAIN ACTIVITIES & RESPONSIBILITIES

Support to the management, monitoring and development of web-based project

- Supporting the project management of web-based projects in order to respond to the needs of internal stakeholders, monitoring the working group and ensuring deadlines are met
- Managing the relationship with the external web agencies responsible for implementing new features for websites; monitoring constantly their activities and supporting them in case of need;
- Managing the different websites, monitoring service availability and ensuring high level of performance and scalability;
- Analysing of websites usability and accessibility performances to identify and realize any further improvements;
- Managing web donation systems and platform in order to ensure excellent performance and usability levels, identifying when possible further improvements in terms of e-payment methods;
- Supporting web projects design in order to ensure their compliance with the communications guidelines of the Organization;

Manage web analytics and other web-based platforms

- Managing and optimizing web tracking procedures on websites and digital campaigns as well, finding and designing possible improvements;
- Managing web analytics platforms, giving support and training the staff involved in digital activities;
- Analyse websites performance in order to support the measurement of digital marketing activities to identify improvements in the conversion funnels;
- Supporting the integration between web-based platforms and donor database to improve analysis scope and to contribute to realize online-offline integration.

EXPERIENCE AND QUALIFICATION

- Master's Degree - preferably in Computer Science and Engineering. 2-3 years of prior experience in digital project management;
- Written and verbal fluency in Italian and English is essential;
- Knowledge of the main project management tools;
- Previous experience in management and monitoring large websites and e-payment method integration systems;
- Strong knowledge of modelling website Information Architecture;
- Strong Knowledge of e-commerce models, techniques of conversion improvement and purchase funnel optimisation;
- Strong knowledge in Google Analytics platform and its advanced features;
- Good knowledge of web tracking methods and familiarity with Google Tag Manager;
- Strong Knowledge of principal framework and CMS, preferably Drupal, Magento and Wordpress;
- Good knowledge of SEO website requirements and guidelines;
- Previous experience in script programming, preferably PHP and Javascript;
- Good knowledge of HTML, CSS and photo-editing software, especially Adobe Photoshop.

SOFT SKILLS

- Passion for digital media and more generally for new technologies;
- Excellent time and costs management skills;
- Ability to work in a deadline driven environment, balancing multiple priorities;
- High level of attention to detail;
- Excellent communication, organization, time management and analytical/problem solving skills;
- Ability to prepare project presentations and documents;
- Strong interest in working in the non-profit sector in a dynamic environment based on team building;
- Flexibility and adaptability to the needs of the Organization.

