

## Terms of Reference

### WHO Polio Eradication website manager: Consultant

November 2018 to April 2019

#### Objective of the Programme

The Global Polio Eradication Initiative, mandated by the World Health Assembly to stop transmission of wild poliovirus, has reduced global incidence of polio by 99.9%. It is a partnership spearheaded by WHO, Rotary International, US CDC, Unicef and BMGF. The programme supports Member States in carrying out surveillance and immunization campaigns and strengthening routine immunization, in order to stop polio transmission.

#### Summary of assigned Duties

To work under the supervision of the Coordinator for Resource Mobilization & Communications to manage web site content and structure to serve as web editor, and further develop technical content solutions for the website.

- Propose and implement improvements to the website on a regular basis, and work with primary external vendor to design and implement more complex enhancements;
- Guide technical staff to determine data needs and advise on solutions for presenting data, including dynamic infographics and maps, in coordination with primary external vendor;
- Develop concepts for infographics and sharegraphics for communicating complex concepts in a simple and engaging manner;
- Manage external vendor to optimize website for search (SEO) and create metrics (Analytics) to measure impact of priority content and communication campaigns;
- Create templates for reporting on impact of digital communication;
- Ensure that content producers and publishers have the technical tools they need to produce and publish optimal content and train them on using these tools;
- Support the implementation of web management procedures across the department, and within the communications team;
- Manage the redevelopment of the 'tools and library' section of the website;
- Manage relationships with external vendors related to the website;
- Develop evolving digital strategy to create a clear vision of what GPEI wants to achieve with its digital presence going forward.

#### Essential knowledge and skills specific to this position

- Ability to assess data and infographic needs of external audiences and work with technical staff to find solutions for presenting often complex data as dynamic infographics and maps for non-technical audiences;
- Ability to manage and work closely with external vendor(s) to create above-mentioned content for website;
- Familiarity with search engine optimization and ability to create metrics to measure impact of priority content;
- Ability to support small communications team with ideas and strong communication skills would be an advantage.

#### Education and experience

- Essential: Degree in digital communications or equivalent professional experience.
- Desired: Demonstrated ability to create user-friendly web content based on technical data. Experience working in the public health, humanitarian or NGO sector. Digital and general communications experience would be an asset.
- Fluent English essential: French is an asset. Familiarity with content management systems, modern web applications and all standard desktop applications. Familiarity with WordPress and good knowledge of html would be assets.

Send expression of interest and CV to [polionews@who.int](mailto:polionews@who.int). Deadline for applications is 12 October.