

## **Website and Social Media Specialist for ICAI**

The Institute of Cultural Affairs International (ICAI) is currently seeking a freelancer/contractor who can manage ICAI's website and social media platforms. This is a remote role, and one can be based anywhere in the world.

ICAI is a global community of non-profit organisations *advancing human development worldwide*. ICAI is about empowering, an authentic and sustainable transformation of individuals, communities and organizations, through methods and values. To learn more, please visit our website at: <http://www.ica-international.org/>

### **Common responsibilities include (but are not limited to):**

- Redesign website front-end when needed
- Designing and managing the website back-end including database and server integration
- Make monthly updates to our website (hosted on WordPress.org)
- Meet regularly with the ICAI communications team to discuss website design and functions. The team meets monthly at 8:00 AM Eastern Time, though other meetings outside of this time may be scheduled.
- Perform WordPress performance tests, troubleshoot WordPress related matters
- Develop, implement and manage our social media strategy in collaboration with the Communications team
- Manage and oversee social media content, including monitoring SEO and customer engagement, measure traffic and optimization
- Support with creation of content for social media platforms
- Create editorial calendars and syndication schedules
- Stay up to date with the latest social media best practices and technologies

### **Requirements:**

- Able to commit to 10 hours a month
- At least 3+ years of experience with WordPress and social media platforms
- Knowledge of front-end technologies including CSS3, JavaScript, HTML5, and jQuery
- Good understanding of website architecture and aesthetics
- Experience working with debugging tools such as Chrome Inspector and Firebug.
- Excellent knowledge of Facebook, Twitter, LinkedIn, Instagram, YouTube, including social media best practices and good understanding of social media key performance indicators
- Proven work experience with content creation
- Understanding of SEO and web traffic metrics
- Excellent communication skills
- Excellent time-management skills
- Fluent English (spelling and grammar)
- Fluency in Spanish and French is also an asset
- Diploma/Degree in Marketing, Digital Communications, Journalism or relevant field

### **How to apply:**

Please submit your **application** to [icaicomms@gmail.com](mailto:icaicomms@gmail.com) by January 15, 2021.

**Please note:** Only candidates selected for interviews will be contacted directly. Thank you for your interest in supporting ICAI's work.