

The Fairtrade Foundation



Job Description

Job title:	Website Officer
Reports to:	Head of Creative Services
Staff reporting:	None, supervision of volunteers is required
Based at:	Ibex House, London EC3N 1DY

Background

The Fairtrade Foundation is a passionate and ambitious development organisation committed to tackling poverty and injustice through trade. We are best known as the independent, not-for-profit body behind the FAIRTRADE Mark, a product label assuring consumers that their purchase helps disadvantaged farmers and workers in developing countries secure a better deal.

We undertake our certification and product labelling work as the UK member of Fairtrade Labelling Organisations International (FLO), a global network of organisations working to common standards and verification systems. We are one of the largest and fastest growing of the 21 labelling initiatives in FLO, working with hundreds of companies on thousands of products that generated sales of in excess of £700 million in 2008.

The Foundation is also responsible for building support for Fairtrade across society and for bringing together producers and consumers in a citizens' movement for change. The growing number of Fairtrade towns and cities, faith communities and schools and universities are a testament to the efforts of our grass-roots supporter networks.

In the UK, the Foundation employs over 90 staff across six distinct areas: Certification, Commercial Relations, Communications, Finance & Resources, Marketing and Producer Partnerships.

The Marketing team

The team promotes the work of the Fairtrade Foundation to a wide range of external stakeholders and the general public. The team is responsible for increasing recognition of the FAIRTRADE Mark, generating broader awareness and support for Fairtrade, in order to stimulate Fairtrade sales in the UK. It is also responsible for communicating the need for Fairtrade, how the system works, and the impact for producers and workers. The team seeks to mainstream Fairtrade in a way that puts the wider case for trade justice.

This post will be based within the Creative Services team, a sub team of the Marketing Directorate. The Creative Services team consists of the Head of Creative Services, Writer/Editor and Video and Digital Project Co-ordinator. The team has responsibility for publications, website, photo library, video production and also works to support staff across the organisation to ensure consistent and effective messaging and imagery in line with the Fairtrade Foundation's brand guidelines. The Website Officer post is a new role, and will report directly to the Head of Creative Services.

Job purpose

To maintain and develop the Foundation's online presence and voice by managing our online tools (website, e-newsletters, online communities) and create online interactive solutions for the Foundation's messages and campaigns in partnership with internal teams and external agencies.

Objectives

- To ensure that the Foundation is making the most of online communications and technologies to communicate to different audiences effectively
- To ensure all online communications are consistent in brand and message
- To set and monitor KPIs in relation to the Foundation's online communication

Key tasks

Digital communications

- Maintain and update www.fairtrade.org.uk, associated organisational micro-sites, the organisation's intranet and e-newsletters
- Maintain and update online communication outside the Foundation's sites including social network sites
- Source, write and edit content as appropriate
- Source, edit and create images and other appropriate graphics for use online
- Manage and action internal and external requests for website updates (these include copy edits and additions, event registration pages, new sections and pages)
- Moderate user-generated content and information generated by members of the public

Information sharing

- Provide regular statistical analysis of website and e-newsletters
- Track new trends and technologies in online communications and share these across the organisation
- Monitor and analyse online coverage of Fairtrade on external blogs and social network sites
- Liaise with Labelling Initiatives in the sharing of information and online messaging

System management

- Establish and implement internal systems of staff ownership and generation of online content
- Provide technical support and arrange training for staff members as appropriate

Project work

- Work with internal teams and our external communication agency and web agency on specific online projects, for example to deliver campaign micro-sites, social network applications and interactive digital communications such as forums, podcasting, and video streaming
- Work with the IT department and Head of Creative Services in the development of an intranet (using Share Point) for the organisation

Person specification

Essential

Experience

- Working knowledge and understanding of Web 2.0 trends and industry online developments, particularly in consumer marketing and digital channels
- Experience of working with consumer facing websites and online communications
- Experience of moderating user-generated content
- Experience of providing support to non-technical web users to create, edit and manage website content

Creativity

- Proven track record of creative web design
- Experience of finding creative online solutions to communication campaigns and messages
- Excellent writing skills and experience of writing for the web to different audiences and the ability to translate complex information into simple and compelling messages
- A meticulous attention to detail

Technical knowledge

- Good working knowledge of HTML and experience of Content Management Systems
- Good working knowledge of Photoshop and the ability to create graphics, edit and re-size images for use online
- Basic knowledge of Share Point
- Good statistical analysis and data manipulation skills

Team work

- Experience of working across organisational teams and managing requests
- Ability to work under pressure, use initiative, and manage own workload, especially when juggling several projects at the same time
- Experience of liaising with external contacts and partner organisations
- A commitment to team working and a willingness to contribute

Desirable

- Knowledge of and commitment to Fairtrade and development issues
- A working knowledge of Spanish or another language (spoken in Africa, Asia, Latin America and the Caribbean) would be an advantage
- Experience of managing a budget

Review arrangements

The details contained in the Job Description particularly the principal accountabilities, reflect the content of the job at the date the job description was prepared. It should be remembered, however, that it is inevitable that over time the nature of individual jobs will change; existing duties may be lost and other duties may be gained without changing the general character of the duties or the level of responsibility entailed. Consequently, the Fairtrade Foundation will expect to revise this job description from time to time and will consult with the post holder at the appropriate time.

Terms and Conditions

Post:	Website Officer
Location:	The Fairtrade Foundation, Ibex House, 42 – 47 Minories, London, EC3N 1DY or if required at another location or office to be able to carry out the duties of the post
Contract:	Permanent contract is offered after successful completion of probationary period
Salary:	£25,825 - £28,149
Hours:	<p>35 hours Monday to Friday, flexitime is worked around core hours of 10.30 to 16.00. Hours worked in agreement with your line manager. Overtime payments are not normally made although time of in lieu will normally be given where excess hours are worked</p> <p>Some travel may be involved in the UK and mainland Europe</p>
Probation period:	All new appointments are subject to a probationary period of 6 months
Holidays:	<p>The holiday leave year runs from 1 January – 31 December. Holiday entitlement for full-time employees is 25 days per annum, plus three days between Christmas and New Year (pro-rata for part-time employees)</p> <p>Holiday entitlement increases by 5 days after completion of 5 years continuous service by the beginning of the new Fairtrade Foundation leave year which runs from 1 January – 31 December</p>
Pension:	<p>Optional contributory pension scheme</p> <p>(sliding scale up to a maximum 6–10% by employer, dependent on employee contribution from 1% – 5%)</p>
Health Care:	Corporate cover via Benenden Health is available to all staff
Training:	All staff have access to appropriate training
Season ticket/Bike loan:	An interest free season ticket or bike loan facility is available to all permanent staff
Home Computers:	An interest free loan to purchase home computers is available to all permanent staff

Childcare vouchers: The Fairtrade Foundation operates a childcare voucher salary sacrifice scheme whereby you can sacrifice some of your gross salary to buy vouchers for childcare. This can be financially valuable to you as you don't have to pay tax or National Insurance contributions on the value of the vouchers

Bike purchase scheme: This is similar to the Childcare Salary Sacrifice Scheme above, which offers employees the opportunity to make savings in respect of income tax and national insurance contributions on the cost of purchasing a bicycle to ride to work

Healthy lifestyle: The Fairtrade Foundation will provide a basket of fresh and dried fruit at the office once a week

Access: There is access for people with disabilities by way of a passenger lift to our third floor offices

Smoking policy: The Fairtrade Foundation has a non-smoking policy throughout the organisation

Equal Opportunities: The Fairtrade Foundation is an equal opportunities employer. We aim to ensure that no employee, job applicant, or volunteer receives less favourable treatment because of their colour, race, nationality or ethnic or national origins, class, sex, sexual orientation, age, religious beliefs, marital status, family situation or disability.

Selection criteria and procedures will be regularly reviewed to ensure that individuals are treated on the basis of their relevant merits and abilities. All employees will be given equal opportunity and access to training (within the limited funds available).

The Foundation is committed to making the policy effective and will bring it to the attention of all employees, applicants and volunteers. Anyone working with or for the Foundation is expected to abide by the spirit of this policy. A detailed implementation guide will be made available to anyone working for the Foundation in any capacity.

Application procedure

For more information please and an application form (CVs will **not** be accepted), please e-mail jobs@fairtrade.org.uk, or call 020 7405 5942.

Completed applications should be e-mailed to jobs@fairtrade.org.uk in Word or Rich Text Format or posted to:

Head of Human Resources
The Fairtrade Foundation
3rd Floor, Ibex House
42 – 47 Minories
London, EC3N 1DY

While we are happy to accept email applications we cannot be responsible for the quality of copy obtained.

The deadline for applications is **Monday 20 July 2009 (10am at the latest)**. Late applications will not be accepted.

First round interviews will be held on **Thursday 6 August and Friday 7 August 2009**.
Second round interviews (if necessary) will be held on **Friday 14 August 2009** (We will contact successful applicants by **Friday 31 July 2009**).

If you have not heard from us by **4 August 2009**, then you have been unsuccessful on this occasion. We are sorry that we are unable to contact unsuccessful applicants due to the sheer volume of applications and limited resources.

However, thank you for your interest in working for the Fairtrade Foundation.