



Webmaster / Wordpress Developer & SEO, Népal

About the Organisation



Volunteers Initiative Nepal (VIN) is a non-governmental and non-profit community development volunteer organization (NGO). VIN aims to promote equality, economic wellbeing and basic human rights through enhanced educational programs and community training.

VIN adopts an integrated and participatory community development approach for the well-being of the com-

munity. It works with both local and international volunteers, implementing different kinds of programs and activities under its six major programs:

1. Women's Empowerment;
2. Public Health & Medical Care
3. Environment Conservation & Cultural Biodiversity;
4. Children's Development
5. Youth Empowerment and
6. Disaster Response & Relief

Job Overview



The Webmaster / Wordpress Developer and Search Engine Optimization (SEO) Volunteer at VIN will act as the nucleus of the organization by consolidating and disseminating information for internal,

external and potential new members of the VIN community.

The successful candidate should be creative, resourceful and multifaceted, when combining the soft skills of a Public Relations / Social Media practitioner, with the

technical skills of a Webmaster & SEO expert.

This role will ensure our website, and online channels, are best in class in regards to accessibility and navigation, usability and user experience, quality assurance and maintenance, as well as reporting for improved decision making.

To achieve those objectives, he/she must have a continuous learner mindset. Keeping always up to date with the latest trends on web technologies, SEO skills to optimize VIN's websites and social medias channels.

Responsibilities & Duties



GENERAL

Contribute to the ongoing enhancement of VIN's web/online presence by identifying and acting on opportunities for information and process improvement.

ment.

- Optimizing, Managing, authoring and executing content through effective channels to improve communications with external/ internal VIN staff and volunteers.
- Coordinate with internal departments to ensure company information is current and relevant.

WEBSITE

- Development, installation, configuration and management of VIN's websites
- Management of DNS, Maintenance of MySQL database (Backup, replace existing database) using Cpanel.
- SEO for VIN websites and social media e.g. analyze and understand core Web vitals, optimize for Google Passage Ranking, Focus on Featured Snippets, Learn the EAT Principle, Support Long-Tail Keyword Phrases, Create New Content, Update Old Content, Focus on User Experience, fix errors on Images / ALTtags, Build Up Backlinks.
- Maintain, configure and troubleshoot servers.

- Liaise with stakeholders and relevant target audiences to develop web based tactical projects.

SOCIAL MEDIA

- Optimize VIN's Social media channels like YouTube, Instagram, Facebook, Twitter, LinkedIn.
- Promote VIN's work through social media and websites through SEO.
- Drive online solutions to maintain and develop relationships with internal and external stakeholders that will increase the effectiveness of the VIN community.

REPORTING

- Monitor and analyze VIN's websites and social media online performance (e.g. traffic, conversions)
- Gather relevant data and analytics for reporting and improved decision making.

WORKPLACE IT BY USING VIRTUAL TOOLS LIKE ANYDESK

- Management of domain specific email using Office 365.
- Configuration, management and troubleshooting of various office related tasks such as configuration of Outlook

Key Competencies



To perform the job successfully, the candidate should demonstrate all / some of the following competencies:



ROLE SPECIFIC COMPETENCIES

- **Project Management:** Ability to develop, coordinate and manage projects and resources effectively to achieve work goals, to meet deadlines and commitments, manage and mitigate risk and ensure delivery of agreed outcomes that meet VIN's requirements.
- **Problem Solving:** Identifies and analyzes problems; weighs relevance and accuracy of information; generates and evaluates alternative solutions; makes recommendations.
- **Team Building:** Inspires and fosters team commitment, spirit, pride, and trust. Facilitates cooperation and motivates team members to accomplish group goals.
- **Decisiveness:** Makes well-informed, effective, and timely decisions, even when data are limited or solutions produce unpleasant consequences; perceives the impact and implications of decisions.

- **Written Communications:** Writes in a clear, concise, organized, and convincing manner for the intended audience.
- **Influencing / Negotiating:** Persuades others; builds consensus through give and take; gains cooperation from others to obtain information and accomplish goals.



FOUNDATIONAL COMPETENCIES

- **Accountability:** Holds self and others accountable for measurable high-quality, timely, and cost-effective results. Complies with established control systems and rules.
- **Interpersonal Skills:** Treats others with courtesy, sensitivity, and respect. Considers and responds appropriately to the needs and feelings of different people in different situations.
- **Public Service:** Shows a commitment to serve the public. Ensures that actions meet public needs; aligns organizational objectives and practices with public interests.
- **Continuous Learning:** Assesses and recognizes own strengths and weaknesses; pursues self-development.

Experience & Qualifications



STUDIES

- Bachelor's Degree in Information Technology / digital Marketing / SEO



PREVIOUS EXPERIENCE

- 2+ years experience in IT, Computer Science, Web Development, SEO



LANGUAGES

- English: Advanced Level (written, reading and spoken)



TECHNICAL SKILLS

- **Must:**
 - Wordpress / wix
 - Cpanel
 - HTML5, CSS3, Responsive Design
 - Website Optimisation skills
 - Web Security
 - SEO

To Apply



CANDIDATURE À ENVOYER À INFO@ADICE.ASSO.FR