A Career Opportunity

At UNICEF, we work tirelessly to ensure children survive, wherever children's lives are at risk. As part of the UN, we are active in more countries and have saved more children's lives than any other humanitarian organization.

By embarking on an ambitious campaign, we will reach every child, even those in the most remote and hard-to-reach places with the essentials that every child and every family needs to survive. Because no child is too far.

Consider joining us as our:

Manager, Web Development
(Permanent, Full-time, based in Toronto)

Reporting to the Director, Business Solutions, the Manager, Web Development is responsible for the management of UNICEF Canada's Web sites including design implementation, content management, supplier relationships, supporting traffic analysis, and oversight of application maintenance and future development by third parties. This position will also support the development and implementation of all e-communications.

The responsibilities of the position will include:

Online development & UI design implementation (40%)

- Communicate, coordinate and facilitate changes to websites as requested by Fundraising and Marketing teams including web page creation, donor transactions and e-communications;
- Contribute to the design of the appearance, layout and flow of the website, optimizing page layout for enhanced donor experience and site usability, ensuring the quality, consistency and brand compliance of all websites;
- Create and administer Blackbaud Luminate and Artez fundraising pages for personal and event templates, campaigns, donation forms, surveys;
- Collaborate with Fundraising and Marketing to develop, implement and deploy emails
- Review existing websites to ensure quality, consistency and brand compliance; identify and define suggested enhancements;
- Research, evaluate and recommend new technologies, features and enhancements then lead as subject matter expert in cross-departmental, enterprise-wide technology projects;

Content management (20%)

- Work with all the departments of the organization to post and promote web content, emergency updates, publications, blogs and multimedia content to the website in a timely, efficient manner
- Design and deploy small campaigns (e-blasts, newsletters and other publications), banner ads ensuring designs are brand compliant;

Analytics and Reporting (20%)

- Implementing Google Analytics and tracking codes to ensure analytics tracking for all web sites, pages, banner ads, button clicks, document downloads, email and other campaigns; create metric reports and provide interpretation of analytics to understand organizational impact;
- Identify, communicate and coordinate technical and creative resolution of web site issues related to existing design or functionality, provide creative web site solutions that are interactive and engaging to end users that provide long-term benefit to the Organization e.g. areas of web site that require modernization and/or optimization;
- Plan and implement analytics and tracking of all email deployments

Management and supervision (20%)

- Regularly review yearly goals and progress with the Frontend Web Developer to ensure goals are met.
- Project manage small to medium online projects.

The ideal candidate will have:

- A three (3) year college diploma and/or university degree in computer sciences or web design.
- A minimum of five (5) years experience in website interface design and development using HTML, CSS, Javascript (including libraries such as jQuery), C# and ASP.net.
- Strong experience working with CMS such as Blackbaud Luminate, Drupal, Wordpress.
- Strong experience working with email deployment platforms such as MailChimp.
- Advanced knowledge of Google Analytics and Google WebMaster Tools.
- Excellent communication and interpersonal skills, capacity to adapt to change and build and maintain internal and external relationships in a fast-paced, service-oriented environment.
- Self motivated; able to work independently and within a team effectively.
- Strong organizational, problem solving and analytical skills; project management and coordination experience.
- Ability to establish priorities, multi-task, prioritize time sensitive issues, and meet tight deadlines.
- Strong understanding of best practices for web communication, usability, accessibility and a passion for digital media.

- Fluency in French (an asset).

For consideration, please submit your resume and cover letter to careers@unicef.ca by **May 15th, 2015.** Please attach your cover letter (including salary expectations) and resume as one document and reference **"Manager, Web Development"** clearly in the subject heading.

UNICEF Canada sincerely thanks all applicants for their expressed interest in this opportunity, however, only those selected for an interview will be contacted.

Consistent with our Child Protection Policy, the successful candidate must receive clearance by a police background check, including the vulnerable sector screen.

UNICEF Canada is an inclusive workplace and is committed to championing accessibility, diversity and equal opportunity. Requests for accommodation can be made at any stage of the recruitment process providing the applicant has met the requirements for the position.

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