Candidate Brief

Digital Producer

SciDev.Net

CABI Wallingford

May 2017

SciDev.Net

The SciDev.Net website is the world's leading source of reliable and authoritative news, views and analysis on information about science and technology for global development. The mission of SciDev.Net is to help ensure that science and technology has a central role and positive impact on sustainable development and poverty reduction in the global South.

SciDev.Net joined the CABI family April 2017, but is editorially independent.

CABI

CABI is an international not-for-profit organization that improves people's lives by providing information and applying scientific expertise to solve problems in agriculture and the environment. CABI is an intergovernmental organization that can trace its origins back to 1910. Our 48 member countries guide and influence our core areas of work, which include **International Development** and **Publishing**.

We have over 500 staff based in 16 countries. We have offices in Brazil, China, Ghana, India, Kenya, Malaysia, Pakistan, Switzerland, Trinidad & Tobago, the UK, the USA and Zambia.

CABI's Knowledge Business

CABI produces key scientific publications, including CAB Abstracts – the world-leading abstracting and indexing database covering applied life sciences. We also publish multimedia compendia, books, eBooks and full text electronic resources aiming to further science and its application to real life. CABI invests its publishing surpluses directly into development projects, helping to improve livelihoods worldwide.

International Development projects and research

Through knowledge sharing and science, CABI helps address issues of global concern such as improving global food security and safeguarding the environment. We do this by helping farmers grow more and lose less of what they produce, combating threats to agriculture and the environment from pests and diseases, protecting biodiversity from invasive species, and improving access to agricultural and environmental scientific knowledge.

For more information go to **www.scidev.net** **www.cabi.org** and **www.plantwise.org**

KNOWLEDGE FOR LIFE

THE ROLE

Job title:	**Digital Producer**
Salary range:	**£27,000 - £32,000**
Grade:	HAY band 4
Reporting to:	Managing Editor
Direct reports:	None
Key peer group:	Designer, Marketing Executive,
Location:	Wallingford, UK - In order to process any applications from nationals outside of the EU and UK, we would require documentation to show the applicant is currently resident and able to work in the in the UK, or is able to relocate on own means and possesses full authorisation from the UK Border Agency (for further information please use the following link http://www.ukba.homeoffice.gov.uk/)

Purpose of the role:

The Digital Producer is responsible for ensuring the visual quality of the SciDev.Net website and for maximising each page's reach by appropriate use of SEO and other appropriate techniques. They ensure production delivery by overseeing digital support tools and provide training for regional and editorial staff. They are responsible for the efficient delivery of technical content, notices and comments and for internal commissioning of graphics and data visualisations. The role will also be expected to provide basic web technical support ensuring digital product service delivery for the website and key core business systems (CRM, production manager and analytics tools), through liaison with key suppliers.

For the foreseeable future, the Digital Producer will also have some responsibility for User Engagement such as managing the Twitter feed and Facebook posts.

Key accountabilities:

Digital production

- Responsible for quality assurance, technical delivery and control around the look and content of all digital products;
- Creation, training delivery and support of a digital production enabling environment supporting editorial staff to post content (non-technical) efficiently to the website;
- Quality assurance and technical posting all material (articles, notices, containers and promotional content) on to the SciDev.Net website via the content management system (CMS);
- Updating and creating new sections and pages of the website and other digital products;
- Responsible for set up, integration and efficient production of other outputs e.g. debates;

- Ensuring production synergy across all digital delivery channels and products (including social media, search, email alerts and externally hosted online training course and longform/dataviz content).
- Coordinating non-editorial (i.e. web, marketing, notices) content production tasks to digital delivery, ensuring subediting and translation as required.
- Ensuring future production and digital needs are met relating to digital strategy.

Digital, user and social media engagement

- Supports digital strategy, including SEO, keywords and topic metadata;
- Supports and integrates social media strategy into web and digital product pages and supporting social media output delivery and user engagement.
- Graphic design and creation for user engagement (print and online)
- Coordinating comments to the website, supporting editorial community engagement and writing community engagement guidelines.
- Creating and sending out weekly alerts, and when applicable, proofreading and sending out marketing email alerts.

Production planning, communication and workflows

- Supporting efficient and consistent regional production delivery through monitoring and regular liaison with regional coordinators and editorial stakeholders.
- Coordinating regular production meetings (with regional coordinators and user engagement as appropriate).
- Produces and maintains online documentation and guides for digital production, and supports staff through training.
- Responsible for maintaining production schedules and tracking and communication tools.

People management

- Provide production leadership to regional coordinators and editorial stakeholders, including training, regular communications and monitoring of tasks and providing feedback where appropriate.

- Manage external suppliers and consultants to ensure smooth delivery of website and core business system (including CRM and Production Manager) services and projects, as well as other consultants engaged in graphic or data visualisation production.

Other

- Supports digital effectiveness through data capture and analysis using Google Analytics, CMS and other performance monitoring tools.
- Support implementation and testing of new digital products and those supporting production workflow, including user experience testing;
- The role will be expected to perform additional duties as reasonably commensurate with the role.

CANDIDATE PROFILE

Knowledge & Skills	REQUIRED	DESIRABLE
	• At least three years' experience in a digital production role • Knowledge of, HTML and CSS • Knowledge of Google Analytics • SEO for improved user engagement • Eye for design	• Person management • Some practical knowledge or experience of daily or weekly journalism • Copy-writing skills • Excellent Microsoft office application skills • A working knowledge of Spanish, French or Arabic. A broad interest in science and technology as it relates to the developing world • A scientific background • Experience of delivering training or workshops • Experience of graphic design, photo editing and data visualisation software
Education & Qualifications	**REQUIRED**	**DESIRABLE**
	• Degree or equivalent	• Digital journalism qualification
Personal Characteristics	**REQUIRED**	**DESIRABLE**
	• Good time management skills • Ability to work under pressure • Resourceful and able to take initiative for troubleshooting technical problems	• Organisational skills

NOTE
This job description is not intended to be exhaustive. It is expected that the post holder and CABI will adopt a flexible attitude and accept that the duties may have to be varied according to circumstances, in particular changing corporate requirements and individual development needs.

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EQUAL OPPORTUNITIES

CABI is an equal opportunities employer and welcomes applications from candidates irrespective of age, gender, race, colour, nationality, ethnic or national origin, disability, religion, sexual orientation or marital status. No applicant will be disadvantaged by conditions which cannot be shown to be justified and selection will be based on merit.

HOW TO APPLY

To apply please send a covering letter detailing how you meet the candidate profile and a full CV quoting Job Reference 21/2017 to **recruitment@cabi.org** Please state where you saw this advertisement.

Please note closing date for receipt of applications is midnight 14th June

1st interview 27th June