

# Web Developer & Digital Media Specialist

<b>Job Title</b>	<b>Web Developer &amp; Digital Media Specialist</b>
<b>Grade</b>	3
<b>Department</b>	Communication Department, National Bank of Ethiopia
<b>Line of Reporting</b>	TBD
<b>Duration</b>	Two years with a possibility of extension
<b>Location</b>	Addis Ababa, Ethiopia
<b>Contract Type</b>	Full-Time
<b>Background</b>	
<p>The National Bank of Ethiopia (NBE), the country's central banking institution, plays a crucial role in Ethiopia's economic development by regulating the country's financial system and promoting financial inclusion. To further these objectives, the NBE is strengthening its digital presence through a comprehensive web and digital media strategy. The Web Developer &amp; Digital Media Specialist will be instrumental in ensuring that the NBE's online platforms are robust, user-friendly, and effectively communicate the bank's mission. The successful candidate will work closely with the Project Management Office (PMO) being formed by the NBE in cooperation with FSD Ethiopia. The PMO's purpose is to implement the second National Financial Inclusion Strategy (NFIS II).</p>	
<b>About FSD Ethiopia</b>	
<p>Established in 2021, FSD Ethiopia (FSDE) is an agency dedicated to fostering the development of accessible, inclusive, and sustainable financial markets for economic growth and human development.</p> <p>As a market facilitator, FSD Ethiopia supports market actors in addressing the root causes of financial system failures. Our primary focus is on achieving accessible, inclusive, and sustainable, thereby supporting Ethiopia's long-term development objectives.</p> <p>Our key responsibilities include identifying the underlying causes of financial system failures, facilitating collaboration among market actors to overcome these</p>	

challenges, and actively contribute to the establishment of a functional and efficient financial sector that benefits a broad range of individuals and businesses in Ethiopia.

FSD Ethiopia collaborates with various stakeholders in the financial sector - including the government, private sector, civil society organizations, and other development partners in the areas of financial inclusion, access to capital, and climate finance. FSD Ethiopia's interventions are closely aligned with national and regional policies as well as priorities for financial sector reform..

Aligning with the national economic reform agenda, FSD Ethiopia's work centred around three thematic areas across the financial sector landscape.

1. **Financial inclusion:** Driving increased access, usage, and quality of financial services for individuals, households, and MSMEs - including savings, payments, credit, insurance, and investment.
2. **Access to capital:** Expanding access to and breadth of efficient long/short-term financing options for private businesses of all scales, and the public sector, including equity, bonds, working capital, etc.
3. **Climate finance:** Mobilizing domestic and international capital to fund climate adaptation and mitigation projects and needs of government, businesses, and households, such as green bonds, carbon credits, and insurance.

### About the role

The Web Developer & Digital Media Specialist will be responsible for the development, management, and optimization of the NBE's web presence. This includes ensuring that the website is accessible, secure, and provides a seamless user experience. Additionally, this role will involve managing the NBE's digital media channels to engage effectively with the public and promote financial inclusion.

### Key Responsibilities

#### Web Development:

- Design, develop, and maintain the NBE's official website, ensuring it is responsive, user-friendly, and aligned with best practices in web development.

Implement and manage content management systems (CMS) to streamline content updates and maintenance.

- Ensure website security, including regular updates and backups, to protect against cyber threats.

**Digital Media Management:**

- Manage the NBE's social media platforms, ensuring consistent and engaging content that aligns with the bank's communication strategy.
- Develop and implement digital marketing campaigns to promote financial inclusion and the NBE's initiatives considering the campaigns are designed with a gender-inclusive approach, addressing the unique needs and challenges faced by women and men from marginalized communities.
- Optimize digital content for SEO to enhance visibility and reach.
- Ensure a relatable, inclusive tone and style that resonates with the diverse target audience of the bank

**Content Integration:**

- Work closely with the Multimedia Content Creator to integrate multimedia content (videos, graphics) into the NBE's website and digital platforms.
- Ensure that all digital content is accessible and optimized for different devices and platforms.

**SEO & Analytics:**

- Conduct regular SEO audits and implement strategies to improve search engine rankings.
- Utilize web analytics tools to monitor website performance and user behavior, providing regular reports to the Communication Department.
- Use gender disaggregated data-driven insights to recommend improvements to the website and digital media strategy.

**Technical Support:**

- Provide ongoing technical support and troubleshooting for the NBE website and digital media platforms.
- Train staff on using web tools and digital media platforms to ensure effective content management.

**Innovation & Trends:**

- Stay updated on the latest web development and digital media trends, tools, and technologies.

- Recommend and implement new features or platforms that can enhance the NBE's digital presence.

**Project Management:**

- Lead web and digital media projects, ensuring timely delivery and alignment with the NBE's objectives.
- Coordinate with external vendors and partners as needed for the development and implementation of new digital tools or platforms.

**Qualifications**

- Bachelor's degree in Computer Science, Web Development, Digital Media, or a related field.
- Advanced certifications in web development or digital marketing are an advantage.

**Experience**

- Minimum of two years of experience in web development and digital media management, with a strong portfolio of previous work. Experience working in a financial or governmental institution is preferred.
- Media experience in business and economic coverage is preferred.

**Skills**

**Technical Skills:**

- Proficiency in HTML, CSS, JavaScript, and content management systems (e.g., WordPress, Joomla).
- Experience with web analytics tools (e.g., Google Analytics, SEMrush) and SEO best practices.
- Knowledge of cybersecurity best practices and website maintenance.

**Language Skills:**

- Strong verbal and written communication skills in English and Amharic.

**Personal Attributes:**

- Analytical thinker with a problem-solving mindset.

- Ability to work both independently and collaboratively in a team environment.
- Strong project management skills with the ability to manage multiple priorities and meet deadlines.
- Committed to fostering a diverse, inclusive, and equitable work environment.

### Skills

**How to Apply:** Interested candidates should submit a CV, a portfolio of previous web and digital media work, and a cover letter explaining their suitability for the role based on the responsibilities and qualifications listed in this terms of reference, clearly stating the position "Web Developer & Digital Media Specialist" for which they are applying, to [jobs@fsdethiopia.org](mailto:jobs@fsdethiopia.org) before the end of the business day on October 25, 2024.

**Note:** FSD Ethiopia is an equal opportunity employer and welcomes applications from all backgrounds.