

Job Description Web Content Assistant PD2112



Role Details

Reports to: Senior Manager – Community Development

Location: Central London *[with remote working flexibility]*

Hours: Flexible

Salary: £14 per hour

Contract type: Casual, 2 months part-time

Closing date: 3rd December 2021

Interviews to be held: 9th – 15 December 2021

Our vision and mission



Our vision is of a world in which working horses, donkeys and mules are free from suffering.

Our mission is to transform the lives of vulnerable working horses, donkeys and mules around the world. We relieve their immediate suffering and create lasting change by working with people, communities and organisations.

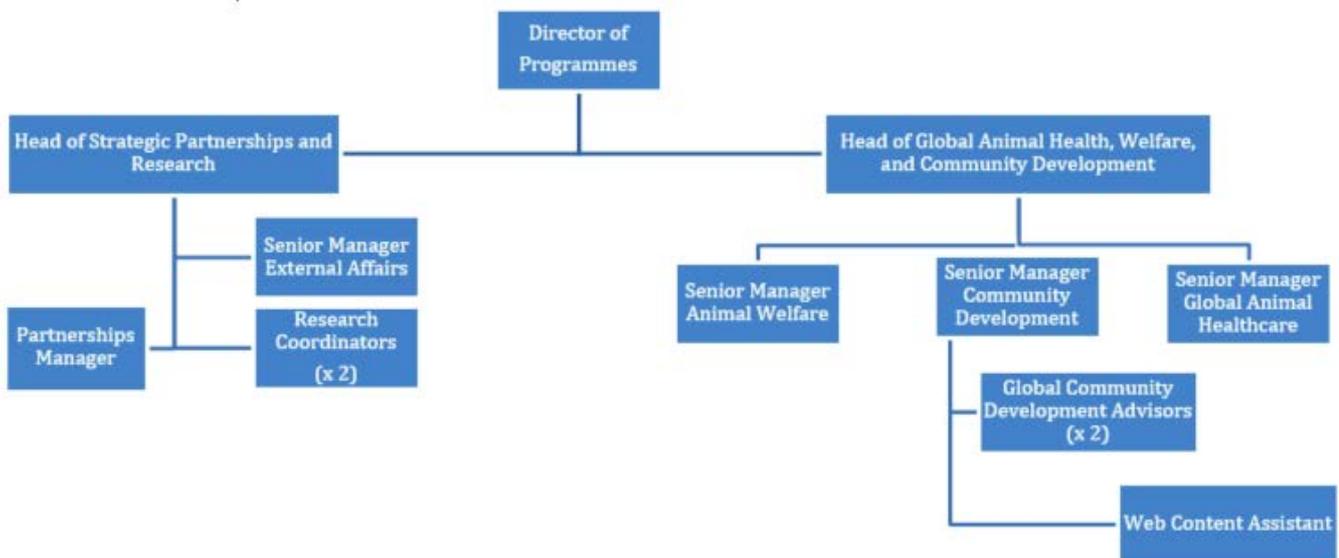
About Brooke

Brooke is an animal welfare charity that protects and improves the lives of the working horses, donkeys and mules that give people in the developing world the opportunity to work their way out of poverty. Around 600 million people rely on these animals to put food on their tables, send their children to school and build better futures for themselves and their families. Brooke works in more than 15 developing countries, with animal owners, communities, service providers, animal health systems, governments and international organisations to make long-lasting improvements to the lives of animals and their owners.

Our Values

We are proud to be Brooke. We are resourceful, share new ideas and help each other succeed. Together we make change happen.

Department Structure and Position of the Role



Purpose of Role

The Brooke's Community Development team has developed its flagship Communities for Animals (C4A) website to deliver an updated digital version of the Sharing the Load community facilitation guidebook to support animal welfare practitioners around the world in effectively working with communities to improve animal welfare. The content for this updated guidebook has recently been developed and we are now seeking to hire an assistant to support populating the website with developed content in preparation for the site's launch in March. The assistant's role is critical to the utilization of the C4A resource which will enable the realisation of the charity's strategic aims. Once completed, this website will serve as the primary field guide for working with communities to improve animal welfare by country programme teams around the world.

This is a 2 month assistantship, with flexibility to work from anywhere and anytime, including from an office in the city, as long as deadlines are met. The intern will work closely with the UK-based Global Community Development Advisor and Senior Manager, who are leading the development of the Community for Animals resource.

Key Responsibilities and Duties

- Upload written English content and images to respective webpages (estimated roughly 500 pages of content)
- Create content page architecture for 7 language sites to replicate the architecture of English site.
- Support the revision of hard coded string text within the site as needed
- Edit/install Wordpress plugins as needed (e.g. to enable page duplication)
- Set up [typeform](#) quizzes and edit language settings where available for 7 language sites, to replicate quiz architecture of English site.
- Document all non-coded page headers and string text for submission to translators to populate architecture of multilingual sites.
- Image editing and uploading for online viewing and you will be required to have an image-editing software
- Update content management system guide with instructions for lay-users as needed
- Check all hyperlinks within site to ensure they correctly navigate users to desired pages

General

- Follow the Brooke's equal opportunities statement which aims to clarify the value we place on diversity and steps we take to promote equality of opportunity for all.
- Perform such additional tasks as may reasonably be requested from time to time by the Line Manager.
- Adhere at all times to Brooke's policies and procedures

Person Specification

The skills, abilities, experience and knowledge outlined below provide a summary of what is required to carry out this job effectively. They also form the selection criteria on which the decision on who to appoint will be made. Please ensure that you show how you meet the criteria outlined below in your application.

Knowledge and Experience		Essential	Desirable
1	MUST be knowledgeable and experienced using WordPress	x	
2	Proficient in HTML & CSS	x	
3	Detail oriented with the ability to create visually appealing and user friendly webpage content layouts	x	
4	Ability to work independently and effectively manage time	x	
5	Good interpersonal and communication skills	x	
6	Comfortable working in a virtual office environment		x
7	Familiarity of typeform software or capacity self-learn how to use it		x
8	Strong listening skills and the ability to be open to feedback from team members and end users	x	
9	Ability to provide your own personal computer to complete work	x	