Job Announcement

Term of Reference : **Digital Media and IT Officer**

Background

The Women's Media Centre of Cambodia is a non-governmental and non-profit organization. Since 1995, WMC has been one of the key institutions in Cambodia working to change social attitudes, by promoting gender equity and equality, women's empowerment and gender awareness. WMC uses multi-media as a path to achieve empowerment for women, girls, and other vulnerable groups.

The organization strives to promote positive behavioral change through four main activities: the Women's Radio program, video production, digital multimedia platform, and community-based media outreach and training. We produce high quality radio, daily news, video and online digital material to educate a variety of target audiences, and advocate with and for women and minorities.

WMC reaches approximately 2 million people daily through radio. WMC's media coverage, especially radio, extends to more than 50% of the population from both urban and rural areas. Rural communities, especially women and girls, may have limited access to electricity, smart phones, and internet, and do not always have access to digital media. In this context, radio continues to be an important source of daily news and information for a substantial part of Cambodia's population. Additionally, the WMC website and social media have reached out to a substantial number of people. The website has about 40,000 visitors per day, Facebook has 600,000 followers, and YouTube has 200,000 subscribers.

WMC is seeking for a dynamic, professional, and qualified Cambodian for the following position. Qualified women are strongly encouraged to apply.

Position : **Digital Media and IT Officer**

Location : Phnom Penh

Work Status : Full Time

Supervisor : Operational Director

Duties and Responsibilities

The list of common tasks of Digital Media and IT Officer are as follows:

- **Digital Media**
    - Develop and advise high-quality digital contents for the organization' website and social media channels, while exploring a range of multimedia assets, to engage target audiences and raise the external profile of the organization;
    - Update and implement an effective social media, emails, marketing strategy to grow readership/followers, and manage the organization's social media accounts (including moderating discussions and comments);
    - Oversee and enhance all digital media channels, especially multimedia in the context of modern digital era;
    - Manage and post digital media on WMC social media;
    - Search relevant pictures, edit video clips to develop digital media productions;
    - Enhance and boost social media to optimize the audience;
    - Research and develop WMC's communication materials (All kind of social media platforms and Website) to raise brand awareness to the public and stakeholders;
    - Develop and conduct research on social media tools in the purpose of generating income from the digital platform (Facebooks, YouTube, Websites, and other platforms);
    - Manage the overall technology infrastructure including planning, implementing, and management of the ICT.
    - Provide training courses to WMC's staff and other organizations' staff if needed.
    - Explained technical information in clear terms to non-technical individuals to promote better understanding.
    - Conduct analysis on social media metrics by studying the viewers' behavior, engagements, and WMC's social media performances;
    - Ensure data protection and confidentiality by all staff within the organization

- **IT**
    - Manage the overall technology infrastructure for the organization including planning, implementing, and management of the software applications and hardware infrastructure that support operations, liaising as relevant with technology service providers.
    - Support and contribute to IT-related tasks or projects;
    - Act as the principal administrator and ensure the maintenance of the organization's systems, including general computer support, software installations, license management, server setup and management, database administration, network, printers, deployment of equipment, periodic security vulnerability assessments, and updating hardware and software;
    - Control the website of the organization for a secure place and well-functioning;
    - Update websites of the organization as demand;

- Manage kind of WMC social media platforms/ Posting (Facebook, YouTube, Tik Tok, and other platforms) to raise brand awareness among the public and stakeholders;
- Provide user training on common applications and use of systems;
- Support the procurement process for IT equipment and services;
- Ensure data protection and confidentiality by all staff within the organization;
- Respond to support requests from end users and patiently walked individuals through basic troubleshooting tasks;
- Explained technical information in clear terms to non-technical individuals to promote better understanding;
- Ensure data protection and confidentiality by all staff within the organization;
- Patched software and installed new versions to eliminate security problems and protect data;
- Assist/ Work Closely with the digital team to create new content;
- Perform other duties as assigned by the line manager;
  - Shooting and editing Podcast for WMC;
  - Insert News from Facebook to Google sheet;
  - Manage posting podcast pod bean;
  - Shoot Video for staff as requested;
  - Manage Telegram channel;
  - Manage Facebook boosting.

Required Skills and Qualifications
- Manage and create content for digital and social media platforms.
- Develop a range of multimedia content; including videos, infographics and animations.
- Monitor and report the performance of digital content, events or social media campaigns using analytics tools.
- Design and facilitate virtual meetings; including webinars and virtual learning management.
- Proactivity and autonomy – in defining tasks at hand as well as priority for content and needs.
- Creative flair and experience in creating simple, clear and innovative content to communicate complex issues for large but segmented audiences
- Ability to manage projects effectively, and to work in a Fastly paced environment.
- Impeccable interpersonal, communication, and leadership abilities.
- Strong organizational and time management skills.
- Motivated, independent, result-oriented, and professional.
- Preferred individuals with at least 2 years of experience in the field.
- The minimal requirement is to have completed a university degree in Information Technology or Digital Communications.
- Cambodian national, who is mother tongue in Khmer language.
- Proficiency in English (listening, reading, writing and speaking)
- Technical background and experience as a web programmer or webmaster
- Wider understanding of social, economic, cultural, civil and political environment.
- Interested in working to develop independent and professional media, and to empower gender equality in Cambodia.

Application Information

Interested candidates are invited to send your CV, current photo, and cover letter to Women Media Centre of Cambodia address: #20, St 23D, Phumi Thmey, Sangkat Dangkor, Khan Dangkor, Phnom Penh, Cambodia, or via email address: info@wmc.org.kh.

For further information, please visit https://www.wmc.org.kh and the Women's Radio Facebook page.

Telephone No. 023 881 497 / 069 848 013 / 011 780 510

Deadline: Friday, 27 September, 2024 at 5 pm.