

## **Job Vacancy**

### **Position: Social Media and Website Officer**

#### **About IESR**

The Institute for Essential Services Reform (IESR) is a think-tank in the fields of energy and the environment. IESR encourages transformation into a low-carbon energy system by advocating a public policy that rests on data-driven and scientific studies, conducting capacity development assistance, and establishing strategic partnerships with non-governmental actors.

IESR is seeking an experienced and dynamic individual to manage and maintain its various social media, websites, and online platforms.

#### **Duties and Responsibilities**

Social Media and The position is responsible to

##### **1. Social media management**

- Develop a comprehensive and robust social media development strategy that can be seamlessly integrated with IESR's general communication strategy.
- Propose and improve ideas for social media content by brainstorming with colleagues from communication and program units.
- Produce social media content in collaboration with the communication team, including, but not limited to, videos, animations, and infographics.
- Run effective social media marketing campaigns.
- Implement a solid engagement approach with the targeted audience including a social media cross-promotion with other entities, regional partners, and local organizations.
- Conduct regular social media monitoring and provide brief analysis reports on social media performance, including key statistics, recommendations, and action plans.

## **2. Website and Online Platform Management**

- Develop a comprehensive and robust website & online platform development strategy that can be seamlessly integrated with IESR's general communication strategy.
- Creating website content aligned with the organization's strategy
- Publish and update content on various websites and online platforms.
- Updating HTML, CSS, Java Script regularly
- Ensure security, stability, load speed, and responsiveness of each website and online platform.
- Perform regular quality control, usability testing, and bug-fixing
- Design and implement effective search engine optimization (SEO)
- Running effective search engine marketing (SEM)
- Prepare regular analytics reports including key statistics, recommendations, and action plans.
- Design new websites or platforms and revamp current ones based on communication and program units' requests.
- Creating and maintaining databases of user information and other records
- Creating strategies to grow, attract users, subscribers, and increase website traffic.

## **3. Other Task**

- Performing other tasks as assigned by the Communications Manager including but not limited to event support, documentation, outreach, and other possible communications activities.

## **Requirement**

- Minimum Bachelor Degree in relevant disciplines including but not limited to communications, public relations, computer science, information technology, web design, and international relations from reputable universities. An advanced degree is an advantage
- A minimum of 2 years of working experience
- Basic understanding of web programming, including but not limited to HTML, CSS, PHP especially Laravel Package.
- Proficient in web content management
- Excellent visual design skills with sensitivity to user-system interaction, including robust knowledge of user interface/user experience (UI/UX) design
- Solid copywriting skills for web pages

## **Competencies**

- Excellent organizational and interpersonal skills.
- Proficient in English both written and verbal.
- Ability to multitask, and work both independently & collaboratively to meet deadlines.
- Highly motivated self-starter with reliable problem-solving skills and able to work with minimal supervision and guidance.
- Excellent attention to detail and commitment to quality.

## **Duration**

3 years with a possible contract extension, immediately starting in January 2022 with 3 months of probation.

## **Salary**

Salary and benefits are competitive and will be commensurate with the candidate's qualifications and experiences.

## **How to Apply**

Interested and qualified applicants could send:

- Newest CV and [IESR application form](#);
- A cover letter with brief paragraphs addressing the selection criteria;
- Related portfolio(s) (if you have)
- Send your application and supporting documents to [hrd@iesr.or.id](mailto:hrd@iesr.or.id) at the latest on 30 December 2022