

Job description

Website and Visual Brand Manager

Reports to: Public Health, Advocacy and Communications Director

Location: Geneva, Switzerland – no remote working

Position type: Full time

Contract type: Permanent

Start date: Immediate

About FDI World Dental Federation

FDI World Dental Federation is a Swiss-based not-for-profit organization. It serves as the principal representative body for over one million dentists worldwide. Founded in Paris, France in 1900 it is one of the oldest organizations in the field of dentistry. Its membership includes some 200 national member associations and specialist groups in over 130 countries. FDI is the global voice of the dental profession and works with its member organizations to improve the oral health of people worldwide. It is in official relations with the World Health Organization and works closely with other UN agencies.

About the position

We are seeking a dynamic and creative **Website and Visual Brand Manager** to join our team. This role is responsible for managing and enhancing FDI's online presence as well as visual brand identity and integrity across all communications platforms. The ideal candidate will possess a unique combination of creative design skills and technical expertise, ensuring that our website and visual communications effectively represent our brand, engage our audiences, and increase awareness of FDI and our initiatives.

Main duties and responsibilities

Website management

- Manage and maintain FDI's main website, overseeing the content management system, design, development, and troubleshooting issues.
- Manage the development and maintenance of microsites, digital tools, apps, and the FDI database.
- Maintain all security licenses and domains.
- Collaborate with external service providers, designers and developers to create user-friendly, visually appealing websites and tools, and implement new features and functionalities.
- Update website content, including text, images, and multimedia elements.
- Coordinate with content creators to ensure a consistent and engaging user experience.
- Optimize content for search engines (SEO) and user experience (UX).
- Monitor web traffic, analyze user engagement and behaviour, and implement improvements based on findings; also generate regular reports.
- Manage the mailing of the organization's newsletters and other communications.

Visual brand and content management

- Develop and implement visual branding strategies to enhance brand recognition and consistency across all platforms.

- Develop and maintain the visual elements of the brand, including logos, color schemes, typography, and imagery.
- Ensure consistency across all visual communications, digital platforms, and materials to maintain a cohesive brand strategy across FDI.
- Enforce brand guidelines to ensure consistent application across all channels.
- Create and edit visually compelling graphics and assets (photographs, videos, infographics, GIFs, etc.) for various platforms, including websites, social media, advertising, newsletters, giveaways, booths, and print materials.
- Collaborate with external designers to produce high-quality visual content that aligns with brand messaging.
- Liaise with external vendors and agencies to produce branded materials.
- Develop requests for proposals and briefing documents, and manage the competitive bidding process to select the best vendors and agencies for project execution.

Qualifications and skills

- Bachelor's degree in web design, graphic design, marketing, communications, computer science or a related field.
- At least 5-years' experience of working in a similar role.
- Strong understanding of web development languages (HTML, CSS, JavaScript).
- Knowledge of SEO best practices and UX principles.
- Proficiency in design software (Adobe Creative Suite: Photoshop, Illustrator, InDesign).
- Good experience of working with website analytics tools (Google Analytics) and the ability to analyze metrics and make data-driven decisions.
- Experience with domain management and database systems, with knowledge of CiviCRM being a bonus.
- Expertise in developing and maintaining logos and visual brands.
- Experience with managing newsletters and other organizational communications.
- Excellent team player with a positive, solution-focused approach to work, great problem-solving abilities, and keen attention to detail.
- Strong organizational and time management skills, with the ability to meet conflicting deadlines under pressure.
- Good oral and written English communication skills.
- Willingness to travel.

Application process

Interested and qualified candidates with Swiss nationality or a valid permit to work in Switzerland should send a CV, including links to a portfolio of relevant work, along with a cover letter/letter of motivation in English to: recruitment@fdiworlddental.org by **19 July 2024**. *Please note only applicants selected for interviews will be contacted.*

No recruitment agencies please.