



for a living planet®

JOB DESCRIPTION

Position title: Coordinator, Digital Asset Database

Reports to: **Manager, Global Images Network**

Location: Singapore

Date: June-2015

Duration: **6 months contract (renewable)**

I. Mission of the Department: Ensure the success of WWF's global conservation goals by communicating the organisation's work, profile and values to the widest possible range of media and audiences by creating and leveraging its digital asset (photo/video/doc/audio) databases.

II. Major Functions: Responsible for the day-to-day ingestion and online Quality Control of the digital imagery on New Asset Database (NAD) as well as existing Global Photo Network (GPN) and Global Video Network (GVN), WWF's online photo/video search and download service on the intranet, thereby ensuring consistency and compliance to WWF's Global Standards. Also for providing support and help desk for the WWF Network with regard to NAD.

III. Major Duties and Responsibilities:

- Responsible for the ongoing migration/ingestion process (conversions, meta-tagging, upload, matching, captioning and key wording of photos and videos);
- Assists in monitoring the quality of the information in the Databases and ensures that it is kept complete, up to date, and accurate;
- Assists in the dissemination of information about the status of the databases, modifications, tips, incentives to update images description etc. throughout the WWF Network;
- In conjunction with the Manager, develops and implements a workflow and Quality Control (QC) strategy for the NAD, in co-ordination with the Content Manager, the Managing Photo Editors, and the Information Management Specialist;
- Ensures that the minimum quality standards (visual, technical, legal, metadata) are kept up-to-date with regard to technical industry standards, legal requirements, and WWF's visual brand identity;
- Monitors user feedback and provides support for local content administrators in WWF Network offices, including a Help Desk;
- Provides and maintains user guidelines and manuals for NAD related activities as well as "best practices" information in electronic form on WWF's intranet;
- Maintain and update resources on the WWF NAD online Collaboration spaces.
- Assist the Manager, Global Images Network in handling other NAD related tasks as required

IV. Profile:

Required Qualifications

- Relevant Diploma or certification in Digital Media / Audio & Video / Film & Television / Visual Communications or related field
- At least 3 years working experience in one or more of the following fields: digital photo/video processing/editing; photo/video library management; photo agency (with online experience); photo/video research;
- Hands on experience in digital content processing and management;

- Hands on experience in database processing and management and quality control processes;
- In-depth experience in asset migration management will be an added advantage;
- Working experience in a commercial picture/video licensing agency – in particular with rights clearance and metadata/image classification experience will be a plus;
- Experience with online search tools and/or structured keyword systems desirable;
- Experience in nature conservation and/or environment protection desirable.

Required Skills and Competencies

- Excellent visual/photographic eye;
- Excellent computer skills and in-depth knowledge of relevant computer software and hardware, especially Adobe Photoshop, Adobe Premiere, MS Office and Image editor software;
- Analytic and structured mindset, thorough yet pragmatic, organized with the ability to work in an independent manner; fast and 'stress-proof';
- Ability to manage data and information via web-based services;
- Superior communication and service-oriented interpersonal skills, especially with regard to providing support and training to multi-cultural Network staff;
- Excellent team player;
- Adept at using online resources for ongoing-education and technical support;
- Excellent written and oral communication in English, other languages an asset;
- Adheres to WWF's values, which are: *Knowledgeable, Optimistic, Determined, and Engaging*.

V. Working Relationships:

Internal - GPN/GVN Manager, Managing Photo Editors, WWF Internationals Editorial team, local GPN/GVN Administrators at Network offices, WWF Network staff.

External - If needed, photographers and other external content providers.

This job description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organizational needs.

Interested applicants can email a cover letter and CV in English to hr@wwf.sg with the subject line Coordinator – Digital Asset Database. Deadline for applications: 30 June 2015.