

JOB DESCRIPTION

Position title: Coordinator, Digital Assets Database

Reports to: Images, Database Manager

Date: October 2016 - 1 year contract

Mission of the department

- To engage audiences across the globe to accelerate conservation impact and to build the WWF brand.
- To ensure a coherent 'One Brand, One Voice' by integrating and supporting the communications functions across the network (Practices, Nos and POs)
- To facilitate and coordinate the development and alignment to a global brand and communications strategy
- To provide a Centre of Excellence to the Network and convene the Communications Community in terms of communications practice, coordination across Practices, techniques, platforms and digital media
- To provide common technology platforms Network-wide to enable communication with the audience.

Major Functions:

Responsible for the day-to-day ingestion and online Quality Control of the digital imagery on WWF's Digital Asset Management (DAM), 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 DAM.

Major Duties and Responsibilities:

- Responsible for the ongoing migration/ingestion process (conversions, meta-tagging, upload, matching, captioning and key wording of photos and videos);
- In conjunction with the Manager, develops and implements a workflow and Quality Control (QC) strategy for the DAM, in co-ordination with the Content Manager, the Managing Photo Editors, and the Information Management Specialist;

- Provides and maintains user guidelines and manuals for DAM related activities as well as "best practices" information in electronic form on WWF's intranet;
- Assist in design, developing and maintenance of data curation processes, procedures and policies and ensure the creation of metadata records meet best practices;
- Assist to develop, package, and evaluate training resources for DAM;
- Ensure 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;
- Monitor user feedback and provides support for local content administrators in WWF Network offices, including a Help Desk;
- Maintain and update resources on the WWF DAM online Collaboration spaces
- Assist the Manager, Global Images Network in handling other DAM related tasks as required.

Profile

Required qualifications

- Relevant Diploma or certification in Information systems / Digital Media / Audio & Video / Film & Television / Visual Communications or related field
- 1-3 years experience in one or more of the following fields: library management, digital photo/video processing/editing; photo agency (with online experience); photo/video research;
- Working experience in a commercial picture/video licensing agency – in particular with rights clearance and metadata/image classification experience will be a plus;
- Hands on experience in digital content processing and management;
- Hands on experience in database processing and management and quality control processes;
- 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;
- 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;
- Excellent written and oral communication in English, other languages an asset;
- Adheres to WWF's values, which are: Knowledgeable, Optimistic, Determined, and Engaging.

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: 31 October 2016