Information Pack for the Role of
Web Content Design Officer

World Scout Bureau, Global Support Centre,
Kuala Lumpur, Malaysia

April 2022

OPEN TO MALAYSIAN NATIONALS ONLY
World Scouting

"The Mission of Scouting is to contribute to the education of young people, through a value system based on the Scout Promise and Law, to help build a better world where people are self-fulfilled as individuals and play a constructive role in society."

The World Organization of the Scout Movement (WOSM) is one of the largest youth organisations in the world. Scouting is a grassroots educational youth movement that is truly bottom-up in its structure and approach in engaging young people from all over the world.

World Scouting today is a confederation of 172 National Scout Organizations (NSOs) in a network of over 57 million members in more than one million local community Scout groups. Some five million members are adult volunteers who support local activities resulting in a huge multiplier effect.

Through peer-to-peer leadership supported by adults, each local Scout Group embraces the same set of values illustrated in the Scout Promise and Law. Each of our one million local Scout Groups follows a similar system of non-formal education suited to the unique aspects of their local community.

WOSM is an independent, worldwide, non-profit, and non-partisan organisation, which serves the Scout Movement through its NSO members. Its purpose is to promote unity and the understanding of Scouting's purpose and principles, while facilitating its expansion and development.

The World Scout Bureau (WSB) is the Secretariat of WOSM. It comprises of approximately 130 professional staff, based in nine locations worldwide:

- Belgium, Brussels (Europe Support Centre)
- Egypt, Cairo (Arab Support Centre)
- Kenya, Nairobi (Africa Support Centre)
- Malaysia, Kuala Lumpur (Global Support Centre)
- Panama, Panama City (Interamerica Support Centre)
- Philippines, Makati City (Asia-Pacific Support Centre)
- Switzerland, Geneva (Europe Support Centre)
- Switzerland, Geneva (Global Support Centre)
- Ukraine, Kiev (Eurasia Support Centre)
Job Description

Role: Web Content Design Officer
Location: Kuala Lumpur, Malaysia – open to Malaysian Nationals only
Terms: 50% part-time consultancy or staff position

Summary

The World Scout Bureau (WSB) is currently looking for a part-time Web Content Design Officer (as a consultancy or staff member) to support the visual design and layout of web pages, campaign and initiatives landing pages web stories and other web-based content on Scouting’s main website (scout.org – which will soon be updated to a new version on Drupal 9), the Scouts for SDGs hub (sdgs.scout.org), and other World Scouting web platforms. The Web Content Design Officer will possess a strong knowledge of digital, graphic, UX/UI and web design with an ability to adapt content for online display on content management system while adhering to WOSM’s brand standards.

The Web Content Design Officer will work closely with members of the WSB’s Global Communications Team and other departments to apply their creativity and artistic talent to a range of projects. The successful candidate will be knowledgeable about the latest industry trends, and be able to work with most common web design softwares, content management systems and other web applications, as well as online collaboration tools.

Responsibilities:

• Support the updating of content and design of landing pages and blog posts on Scouting’s main website (scout.org – which will soon be updated to a new version on Drupal 9), Scouts for SDGs hub (sdgs.scout.org), and other website platforms.
• Conceptualising creative website ideas for and with our stakeholders.
• Designing engaging and responsive web landing pages.
• Employing industry and design best practice through website build process.
• Conducting testing and improving the website design elements user interface elements, such as calls to action, banners, page layouts, page designs, page flows, and target links for landing pages in order to create the best possible user experience.
• Produce high-quality web designs following WOSM’s Brand Guidelines, while also meeting online standards for usability and accessibility.
• Designing visual imagery including infographics and data visualisation for our digital web platforms and ensuring that they are in line with WOSM branding.
• Adapt the content and design of .pdf publications, resources, e-learning courses and toolkits into dedicated digital web landing pages.
• Communicating design ideas and create prototypes using user flows, process flows, site maps, prototypes, and wireframes.
• Work with web development, digital, and design agencies on digital projects as needed.
• Work with project and product owners on web design briefs, defining user journeys and visual concepts based on design requirements.
• Keep up-to-date with web design technologies, techniques, and modern trends to deliver cutting-edge work.
• Participate in brainstorming sessions to come up with new design perspectives, ideas, and style guidance for website platforms.

Job Requirements

Experience, Skills and Qualifications

• Proven web content design and UX/UI experience in a studio, agency, or freelance setting.
• A minimum of two years of experience in web and digital content design.
• Bachelor’s degree or educational equivalent in a field related to computer science, information technology, digital communications or web content development is an asset.
• Strong portfolio demonstrating web and digital design skills.
• Experience creating and using wireframes, prototypes, style guides, and user flows to effectively communicate and present ideas.
• Technically minded, with an understanding of HTML, CSS, JavaScript and other web technologies
• Experience designing user interface mock-ups that clearly illustrate how websites function and are look.
• Experience designing user journeys across web platforms with a clear understanding of target audiences and technology constraints.
• Ability to layout web pages in different languages (English, French, Arabic, Spanish, Russian) is an asset.
• Project management skills with an ability to manage time effectively, meet deadlines and work on short timelines.
• Experience working in an international or multicultural context is an asset.
• Self-starter with the ability to work independently and collaborate with team members.
• Fluent in English, literacy in any of the other WOSM languages (French, Arabic, Spanish, Russian) considered a strong asset.
• Ability to follow creative briefs and produce web designs based on provided requirements.
• Demonstrable digital literacy and computer skills:
  o Proficiency with using Microsoft Office (Outlook, Word, Excel, PowerPoint),
  o Proficiency with using online collaboration tools (Zoom, Slack, Dropbox, SmartSheets).
  o Proficiency with using web design software, content management systems and other web applications (Drupal, WordPress, Figma, Zeplin, Sketch)

Personal Qualities

• Detail-oriented individual who has a keen eye for aesthetics and web content design.
• Strong understanding of visual communications, branding, user experience and user interfaces.
• Strong work ethic, self-motivated, proactive, and solutions-oriented.
• Clear communications skills and ability to articulate ideas to others.
• Ability to propose fresh design solutions to respond to communications challenges and communications priorities.
• Willing to stay up to date with developments in your subject area and in developments in the digital world.
• Capable of working with staff, interns, and volunteers at Regional and World levels of Scouting.
• Willing to occasionally work during evenings and weekends to complete work on time or across time zones.

Summary of Employment

Terms and Conditions

• This is a 50% part-time position open to Malaysian Nationals only.
• The position is based in Kuala Lumpur, Malaysia.
• Contractual hours of work are an average of 20 hours per week from Monday through Friday, with occasional work in the evenings and on weekends when necessary.
• The position may be considered as a consultancy or part-time staff contract.

The offer to hire the consultant will be subject to:

• 3 satisfactory references.
• Verification of relevant qualifications.
• Confirmation of eligibility to work in Kuala Lumpur.
How to Apply

Applications should be submitted no later than 23:59 Kuala Lumpur time (GMT+8) on **Friday, 20 May 2022** and should include:

1. A Curriculum Vitae with full details of education and career history.
2. A cover letter outlining your suitability for the role, relating your skills, knowledge and experience to the requirements of the job description.
3. A link to an online portfolio of web content design work or a package of sample materials.
4. Contact information of at least two people who can provide employment references.

Applications and inquiries should be sent by e-mail to jobs@scout.org.

Ideally, the Web Content Design Officer will start no later than **1 June 2022**.

_The World Scout Bureau is committed to making appointments on merit by a fair and open process, taking due account of equality and diversity._