

ETH-011



Country: **Ethiopia**
Placement site: **Addis Ababa**
Assignment Title: **Web Content Developer**
Assignment Code: **ETH-011**
Length of assignment: **six months to one year (full time)**

OVERVIEW OF VOLUNTEER ASSIGNMENT

In-country placement site: AIDS Resource Center (ARC), Addis Ababa

The AIDS Resource Center (ARC) in Addis Ababa serves as Ethiopia's premier source of HIV and AIDS information. ARC is a central library and clearinghouse for the most up-to-date and accurate multimedia materials on HIV and AIDS, sexually transmitted diseases (STDs), and tuberculosis (TB). These resources provide a broad range of health, policy professionals, and the general public with crucial information to fight the battle against HIV and AIDS. ARC was created in December 2002 through a multi-dimensional partnership and was launched as the first center of its kind in Ethiopia to support the Ethiopian Government's HIV and AIDS Programs.

Volunteer assignment: Develop the content of the ARC Web site

The volunteer will work to develop and add content to the ARC Web site, to help make the Web site a more effective resource on HIV/AIDS for visitors to the Web site and ARC staff.

Length of the assignment: One year

Name and title of supervisor: Eyaye Bekele, IT Manager, ARC

Volunteer Qualifications:

Required:

- University degree in communications, journalism, public health, or related field
- More than two years experience in technical writing, Web content development, or similar experience
- Good judgment and a strong sense of ethics in deciding what material to publish
- Ability to express ideas clearly and logically
- Detail-oriented with a broad range of knowledge, well-organized, and self-motivated

ETH-011

- Familiarity with Information Technology – including experience using desktop or electronic publishing systems, scanners, and other electronic communications equipment
- Basic design and layout skills and the ability to adhere to design style guidelines

Preferred:

- A self-starter, with strong written and oral communication skills
- Previous experience working in a low-resource setting
- Excellent interpersonal skills and demonstrated ability to develop cooperative working relationships.
- Experience using Web authoring and graphics tools such as Dreamweaver and Photoshop
- Familiarity with interactive technologies of the Web in blending text, graphics, and sound together

OBJECTIVE OF THE VOLUNTEER ASSIGNMENT

Objective

The volunteer will work to develop and add content to the ARC Web site, to help make the Web site a more effective resource on HIV/AIDS for visitors to the Web site and ARC staff.

ACTIVITIES OF THE VOLUNTEER ASSIGNMENT

- Find and post appropriate content for the Web site, warmline, and hotline intranet
- Work closely with internal departments to gather and compile information
- Write, organize, compile, and produce content from various sources such as information from partners, newspapers, publications, journals, newsletters, books, Web sites, etc.
- Manage all approvals for new or updated content postings
- Maintain Web site content and update all information regularly
- Produce content for specific target audiences such as youth, journalists, policymakers, PLWHA, etc.
- Conduct usability studies and surveys to address content needs
- Work with the development team to provide user-friendly links, buttons and icons
- Ensure Web site functionality and assure that newly developed features are integrated properly
- Stay abreast of new technologies and trends critical to writing techniques
- Manage deadlines and ensure that needed information is identified and posted on time
- Work closely with development team to produce Web pages
- Work with partner organizations to gather and produce Web content

ETH-011

- Provide ongoing content production for warmline and hotline intranet by reviewing callers data and counselors requests
- Perform other related duties as requested

EXPECTED OUTCOMES OF THE VOLUNTEER ASSIGNMENT

Deliverables:

- Studies and surveys to determine Web site content needs
- Electronic copy of new and updated Web site content and design
- Action plan outlining how the volunteer will contribute to the development of the Web site and its content
- Regular reports documenting progress toward objectives in action plan, and documentation of training, consultation, and mentorship provided
- Final report

Expected Outcomes:

- Updated and enhanced ARC Web site, warmline, and intranet hotline
- Web site content developed for specific target groups

RESPONSIBILITIES OF PARTICIPATING STAKEHOLDERS

Volunteer:

- Complete the scope of work in the timeframe outlined
- Complete Twinning Center's monitoring and reporting report monthly
- Adhere to the AIHA Volunteer Standards of Conduct

Placement organization/institution:

- Provide Human Resource support as well as training (Resource) materials necessary for the volunteer to carry out his/her assignment successfully
- Identify a placement site counterpart for the volunteer to ensure sustainability of volunteer activities
- Submit quarterly performance assessment reports on the volunteer to the Twinning Center

AIHA Twinning Center:

- Conduct pre-assignment orientation and training orientation and training to volunteer and placement site
- Provide volunteers with safe housing, monthly living allowance, health insurance, and travel related costs to and from placement site
- Provide ongoing support of volunteer as needed