CALL FOR PROJECT LEAD
(WEBSITE & SOCIAL MEDIA)

NUS Centre For the Arts (CFA) is seeking an independent and experienced project lead to guide the Marketing and Communications Team through a complex website redevelopment process. The 3-month project period is from 11 April to 11 July 2019.

Reporting to the Associate Director (Marketing and Communications), this role will take the lead in liaising with CFA’s appointed web development agency to ensure that CFA’s new website meets the technical requirements of NUS as well as the marketing, communications and management goals of CFA.

This role is ideally suited to an individual with experience in website project management, and with strong communications acumen. While the actual development and coding will be executed by an appointed agency, some knowledge of HTML, CSS and other languages/tools, along with a familiarity of the web technology landscape is required to vet the work of the appointed agency and ensure the resulting website leverages the best available tools and technology.

The project lead will also manage the Centre’s social media channels. This entails developing and planning the social media calendar and creating exciting and effective content to market CFA’s shows and events. The scope of work includes monitoring posts, copywriting, creating content not limited to boomerangs, gifs, videos, behind-the-scene photos etc. There may be a few occasions where the project lead has to be present at events in order to capture the action “live” and some of these events may take place after office hours or on the weekends.

Requirements:
- Possess 2-3 years’ prior experience in website project management, with some knowledge in HTML, CSS, and relevant languages/tools.
- Knowledge and experience with current digital marketing and social media practices.
- Possess excellent writing and copywriting skills.
- Possess good planning skills
- Meticulous with an eye for detail.
- Out-going and possess good inter-personal skills, with an ability to work collaboratively and network, be proactive and independent.
- Has a keen eye for photography (knowledge of videography or how to use a video camera is advantageous)
- Proficiency in basic video editing a plus

Applications
Please email a cover letter, details of your relevant experience, and indicate your expected monthly fee to Thomas Harper (t.harper@nus.edu.sg) by Wednesday 3 April 2019. Candidates will be shortlisted based on their experience and expertise. Shortlisted candidates will be contacted for an interview.
Annex A

CFA includes the NUS Museum, NUS Baba House and a Talent and Development arm that oversees 22 student arts excellence groups. In addition, a venues management team oversees the rental and management of the University Cultural Centre.

To date, these entities have been represented by three separate websites (linked above). This redevelopment project will amalgamate the existing sites to create a single, engaging web experience for our wide-ranging stakeholders.

This will include:

- Working with internal and external stakeholders to research, define and develop an achievable site architecture that:
  - Connects the various facets of CFA while also allow each part to maintain its distinct identity within this broader context;
  - Exceeds the expectations of the NUS community, motivating them to become involved in the arts.

- Guiding our appointed development agency through the creation or customization of an appropriate content management system that incorporates:
  - Individual page management;
  - Events management (i.e. calendar listings, exhibition information and/or show details);
  - Social content (i.e. blogs and external content);
  - Additional features as determined by the site architecture.

- Transferring existing digital content into the new web environment and developing new content as necessary.

- Testing all features for stability and security.

Site requirements

In addition to the features described above, the new site must be responsive, interactive, robust, and secure.

The new site will be built using Sitefinity, WordPress or HTML, and determining the most appropriate platform will be a part of the project.

For an estimation as to the scale of the project, please view the three sites that will be amalgamated:

- CFA
- NUS Museum
- NUS Baba House.

Note also that it would be preferable for certain additional features, such as NUS Museum’s blog, to be wholly incorporated into the new site.

A full breakdown of NUS IT’s technical requirements can be provided.