



Last Updated: May2025

Job Title

Website Development and Engagement Officer

Impact Statement

The Website Development and Engagement Officer will develop and manage the overall design, strategic implementation, development, deployment, and maintenance of MSF Canada's website stack. This role will support the marketing objectives of Communications, Fundraising, Humanitarian Affairs, and Human Resources recruitment with the goal of improving engagement with varied audiences.

The Officer will be part of a team that thrives on innovation and collaboration with opportunity to expand your skillset across several areas of non-profit digital marketing including SEO, UX, revenue generation, and brand-building. Success in the role will be measured based on user engagement metrics, site health, and internal stakeholder satisfaction levels.

Key Responsibilities

- **Strategy**
 - Collaborate on digital engagement strategy and planning with the manager with the goal of optimizing site experience and improving conversions to support a range of departmental objectives (Fundraising, Recruitment, Communications).
 - Coordinate and fulfilling website change requests from other departments like Fundraising, International recruitment, Humanitarian Affairs. Skills: WordPress management, HTML, JS, GitHub, and intermediate CSS necessary.
 - Advise teams and provide consult on outgoing web assets such as articles, campaign landing pages, donation pages with respect to SEO, accessibility, UX, and site experience practices.
 - Support in development of web analytics reports and tracking plans using GA4, GTM, and web quality monitoring tools.
 - Log critical website issues in Asana, address them when able, and escalate to relevant stakeholders as appropriate
 - Keep up with trends in search, AI, digital marketing, CRO and share knowledge with other digital-focused team members.
- **Website development and management**
 - **Day to day maintenance:** Manage MSF Canada websites (DoctorsWithoutBorders.ca, [Dispatches](#), [Impact Report](#)), on WordPress CMS in English and French, ensuring optimal performance, accessibility (WCAG 2.0 and AODA), scalability, security, and usability.
 - **Theme development:** Develop and maintain custom WordPress themes and plugins.
 - Support development and implementation of plans to enhance website impact and user experience, focusing on mobile responsiveness, A/B testing, and effective message delivery.
 - Design and author web pages and interactive features such as alerts, Gutenberg blocks, API integrations.
 - Test, debug, and optimize websites across browsers, operating systems, and devices for speed and performance.

- Manage server-side tasks such as site back up and restoration, CMS upgrades, plugin installation, and other tasks necessary for smooth operation of WordPress websites
- Manage external vendors and/or contractors for web hosting, design, development, and/or technical support
- **Other**
 - Support and coordinate any other minor digital marketing requests like creating a QR code, managing Google Tag manager, and as business needs evolve.
 - Support email marketing officer with code development of email templates.
 - Support other departments website needs, including the Transformation Investment Capacity (TIC), Fundraising teams, and the MSF Canada Association when needed; provide technical recommendations and solutions
 - Serve as the backup for content postings and changes to be made on the website in the absence of the social media and website coordinator.
 - Participate in MSF global digital and communications networks to share project ideas and lessons learned

Job-Specific Competencies

- **Stakeholder management**
 - Excellent interpersonal and relationship management skills
 - Excellent communications and presentation skills with attention to detail
 - Ability to translate technical information to non-technical stakeholders.
- **Project management**
 - Strong capability to manage multiple projects on an on-going basis, with minimal supervision, limited resources and in a fast-paced environment
 - Creative yet pragmatic and proactive approach to problem solving and decision-making
- **Teamwork**
 - Positive and collaborative team player, with a client-centric approach and the ability to serve a wide range of needs for a diverse group of stakeholders.
 - Direct experience working with marketing teams is essential

MSF Transversal Core Competencies

- **Commitment to MSF Principles; Proficiency level 1:** Demonstrates knowledge of and accepts MSF's principles, including respecting the choices made by the organization, demonstrates basic knowledge of MSF's mission and main activities, and is committed to the values of MSF and MSF-Canada (Humanity, Integrity, Results).
- **Cross-cultural Awareness; Proficiency level 3:** Demonstrates an integrating attitude, commitment, and awareness to Equity, Diversity, and Inclusion principles, understands and can explain how these principles impact the role, and articulates an understanding of EDI principles/personal commitment to EDI
- **Behavioural Flexibility; Proficiency level 2:** Adapts behaviours to the needs of the situation
- **Service Orientation; Proficiency level 3:** Anticipates clients' needs
- **Results and Quality Orientation; Proficiency Level 4:** Improves performance and sets ambitious and realistic goals
- **Analytical thinking; Proficiency level 4:** Makes complex plans and analyses

Knowledge and Experience

- 3-5 years' experience in full-stack WordPress theme development, design, content management, data measurement, and back-end server administration
- Proven experience in developing and delivery of **user-centric web experiences especially for non-profit supporters.**

- Advanced knowledge of website programming and open-source content management systems: HTML5, JavaScript, CSS, GitHub, FTP, WordPress content management systems (multisite configuration)
- Intermediate knowledge of any multimedia production software tools such as: Adobe Creative Suite CS5 or above (Photoshop, Illustrator, Fireworks, Acrobat Pro, InDesign, etc.)
- Experience working with an enterprise project management tool such as Asana, Monday.com, Jira, etc.
- Growth-oriented with strong motivation to learn new skills and innovate
- Familiarity/ prior experience with international humanitarian NGOs a definite asset
- 1-2 years of experience with Luminate Online or Blackbaud digital integration capabilities is an asset

Education, Certifications, and Languages

- College or university degree in computer science/digital communications management/website management/ or an appropriate combination of training and progressive work experience
- Fluency in spoken and written English
- Experience managing a bilingual (English/French) website is a significant asset

Working Conditions

- Work is generally carried out during the day, Monday to Friday (9:00 a.m. to 5:00 p.m. Eastern Time), some weekends and evenings may be required
- Hybrid work model (40% in MSF Canada office and up to 60% work from home)
- Office environment is open concept, and workspace is shared with colleagues
- Workstations consist of sit/stand desks, anti-fatigue floor mat, swivel chair, laptop with dock and double monitor
- Work requires long hours in front of a computer/laptop screen

Job Information

Position Level: individual contributor

Department: Communications

Position Status: Temporary (1 year contract with possibility of extension)

Activity Rate: 100 % of activity, 37.5 hours per week]

Location: Toronto, ON

Salary Grade: Level 14 on the MSF Canada Salary Grid, \$70,676 in the starting year (non-negotiable)

Status: Must be legally authorized to work in Canada; MSF Canada is not in the position to support a work permit process for any applicant outside of Canada.

Benefits: Starting 4 weeks' vacation/year, flexible work hours, Health Spending Account, Lifestyle Spending Account, group insurance (Life, Dependent Life, AD&D), Peace of Mind plan (i.e. prescription drugs, accidental dental, hospital care, etc.), 5% RRSP contributions (no employee contribution required), annual professional development budget, Employee and Family Assistance Program (EFAP), internal psycho-social resources, and a positive and innovative office culture grounded in our core values of humanity, integrity, and results.

Additional Information

MSF Canada is a people-focused humanitarian organization that is proud to offer a diverse, collaborative, and inclusive work environment. We strongly believe this approach enhances our work and we're committed to equity in employment. The organization seeks to attract and engage the best professionals to join and maintain meaningful,

productive, and lasting work relationships. We embrace diverse motivations and backgrounds of people working together to exhibit their passion in action for the social mission of MSF.

MSF Canada acknowledges the existence of systemic racism and oppression and is committed to sustaining and strengthening its anti-racism and anti-oppression (AOAR) efforts. As MSF Canada continues to grow and strive to remove barriers in its offices in Canada and in MSF work environments abroad, we welcome applications from individuals with unique experiences of intersectional oppression on the basis of their social markers such as their ethno-racial identity, age, gender identity, education, socio-economic status or place of origin. We encourage Black, Indigenous, People of Colour, LGBTQIA2S+ people, individuals living with disabilities and any individual deserving equity to apply.

In line with MSF's December 2021 pledge to reduce our carbon emissions by 50% by 2030, compared to our 2019 baseline, we encourage everyone to embrace and embed sustainable and climate-friendly practices. Applying a climate and planetary health lens will help us improve our operational impact. Facing climate change and environmental degradation through our operational activities by focusing on mitigation and adaptation will decrease our dependency on fossil fuels, reduce our ecological footprint and help protect human health. Everyone, at all levels, with all skill sets is needed to address the global threat of climate change.