

JOB DESCRIPTION

1. JOB DETAILS:

Position Title:	Website Coordinator
Reports to:	Section Head – Communications
Department:	Communications, Marketing and Public Affairs
Location:	Sorbonne University Abu Dhabi
Grade:	G 6
Prepared / Revised on:	May 2025

2. JOB PURPOSE / ROLE:

Sorbonne University Abu Dhabi is seeking a dynamic and detail-oriented Website Coordinator to support the ongoing maintenance, content updates, and visual consistency of the university's website, as well as its technical development and strategic enhancement. The ideal candidate will possess a strong foundation in front-end development and website content management, coupled with sound editorial judgment and visual awareness.

This role requires close collaboration with the communications team to ensure the website remains current, accessible, and aligned with the university's strategic and communication goals. The successful candidate will be a proactive problem-solver, an effective communicator, and a strategic thinker, capable of making architectural decisions and contributing to the overall technical direction of the website.

3. JOB DIMENSIONS

Number of Staff Supervised:	Direct Reports:	0
	Total:	0

4. KEY ACCOUNTABILITIES:

Key Priority	Key Activities
Website Content Management and Updates	<ul style="list-style-type: none"> • Manage the daily updates of content across all sections of the website in English, French and Arabic. • Coordinate with content owners to ensure timely publishing and accuracy. • Proofread and verify website content for language, grammar, and tone of voice, and support the translation process where required. • Edit and manage the carousel and homepage features to reflect strategic priorities, campaigns, or key messages. • Ensure that the website is always up to date.
Editorial Oversight:	<ul style="list-style-type: none"> ▪ Monitor all website pages—whether related to events, research, academic content, or other areas—to ensure they meet content standards, follow editorial guidelines, and support features such as automated feeds and SDG alignment. ▪ Ensure consistency in editorial tone, structure, and language across all pages.

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	<ul style="list-style-type: none"> Anticipate future updates or new content needs based on academic calendars, university events, and communication plans.
Visual and Design Coordination:	<ul style="list-style-type: none"> Ensure the visual consistency of the website by identifying and filling gaps in imagery and banners. Proactively manage visual content to support campaigns and highlight strategic initiatives.
Web Development and Maintenance:	<ul style="list-style-type: none"> Perform front-end updates (HTML/CSS) when necessary. Collaborate with the senior specialist digital marketing or with the IT team for backend issues and technical upgrades. Design and develop website features and functionalities using Laravel, adhering to best practices and architectural patterns. Make strategic architectural decisions regarding website infrastructure, database design, and API integrations. Perform code reviews, ensuring code quality, performance, and security. Manage and optimize website infrastructure and performance, including server configuration and caching strategies.
Content Management and Search Engine Optimization:	<ul style="list-style-type: none"> Develop and implement comprehensive SEO strategies to improve website visibility and organic traffic. Conduct SEO audits and performance analysis, identifying and addressing technical SEO issues. Lead content strategy initiatives by providing technical guidance on content optimization and SEO best practices. Manage and customize the website's content management system (CMS), ensuring efficient content workflows and user-friendly interfaces. Provide expert guidance on content best practices and SEO optimization within the CMS
Policies and Procedures	<ul style="list-style-type: none"> Propose changes and follow department policies, processes, DoA, standard operating procedures and instructions and ensure direct reports comply so that work is carried out in a controlled and consistent manner
Reports	<ul style="list-style-type: none"> Prepare reports for internal use and external submission as needed in a timely and accurate manner to meet SUAD and department requirements, policies and standards. Contribute to audit, inspections and quality assurance reviews as needed.
Related Assignments	<ul style="list-style-type: none"> Provides support to the Communication department by performing other related duties or assignments in the absence of team members or as directed by the Line Manager.

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5. QUALIFICATIONS, EXPERIENCE, & SKILLS:

Minimum Qualifications:

- Bachelor's or Master's degree in Communication, International Business Management, or a related field.
- Certificate in Web Development

Minimum Experience:

- Experience using content management systems (CMS), preferably WordPress or similar platforms.
- Experience in managing website content and basic development.

Job-Specific Skills:

Technical Skills

- Experience with multilingual content management and proofreading.
- Familiarity with SEO principles and accessibility standards.
- Understanding of HTML, CSS, and basic JavaScript.

Soft Skills:

- Excellent attention to detail.
- Strong organizational and communication skills.
- Editorial sensibility and understanding of visual branding.
- Ability to work both independently and collaboratively.
- Bilingual (English/French) preferred.

This is not a typical 9-5 role, flexibility in working outside business hours/working days is a must for this role.

Application Process:

Interested candidates should submit their CV and portfolio showcasing relevant projects.
Only shortlisted candidates will be contacted for interviews.

Line Manager Name & Signature:

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Employee Name & Signature:

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