



MUHIMBILI UNIVERSITY OF HEALTH AND ALLIED SCIENCES



COMMUNICATION AND MARKETING UNIT

Muhimbili University of Health and Allied Sciences (MUHAS) is inviting qualified Tanzanian applicants for the position of **Website Administrator** within the **Communication and Marketing Unit (CMU)**. The CMU is responsible for managing all public communications and promoting the university's innovations and services. The Website Administrator will lead the strategic development, maintenance, and enhancement of the official university website (www.muhas.ac.tz), ensuring it is modern, user-friendly, secure, and compliant with institutional and governmental standards. The role involves close collaboration with academic departments, administrative offices, IT, and communications teams to ensure consistent and effective digital representation of the University brand and mission.

Job Title: Website Administrator, 1 post
Duration: 1 year contract
Status: Full time
Reporting to: Head of Communication and Marketing Unit and Director of ICT
Workstation: Dar es salaam, Muhimbili University of Health and Allied Sciences (MUHAS)

a) RESPONSIBILITIES:

- I. Oversee day-to-day operations, updates, and maintenance of the MUHAS's website
- II. Manage the MUHAS's primary website and affiliated units such as Colleges, Schools, Directorates, and Institutes, ensuring continuous availability, performance optimization, and security.
- III. Administer and maintain Content Management Systems (CMS).
- IV. Ensure all website content remains accurate and up to date, and consistent with university branding guidelines.
- V. Collaborate with academic, administrative departments and external vendors to create, edit, and publish engaging and accessible contents.
- VI. Optimize content for SEO and ensure alignment with user experience (UX) best practices.
- VII. Monitor web traffic, analytics, search rankings and provide actionable insights for improvements.

- VIII. Provide monthly reports on website traffic, user behavior, and engagement metrics, and make data-driven recommendations.
- IX. Maintain documentation of web architecture, plugins, and updates.
- X. Ensure website compliance with applicable legal and regulatory frameworks (e.g., EGA and PDPC where applicable).
- XI. Perform regular audits for broken links, outdated content, and inconsistencies in branding or navigation.
- XII. Implement and test website updates, themes, and plugins in a staging environment before deploying to production.
- XIII. Serve as the technical point of contact for website-related issues, bugs, and feature requests
- XIV. Develop documentation, training materials, and deliver CMS training sessions for content contributors across the University.
- XV. Assist in the creation of written, video, and image contents for marketing channels.
- XVI. Assist in establishing the University's online presence including creating and frequently updating the various institution's social media platform.
- XVII. Publicize institution newsletter, press releases, website content, policy briefs, testimonials, speeches for the top officials and promotional, educational, informational video and audio clips.

b) COMPETENCES:

- I. Minimum 2 years of experience in website management, preferably in an academic, healthcare or research settings.
- II. Strong command of content management systems (e.g., WordPress, Drupal, Joomla).
- III. Proficiency in core technologies used in web development (e.g., HTML, CSS, JavaScript, PHP), familiarity with responsive frameworks (e.g., Bootstrap) and Content Delivery Networks (CDNs).
- IV. Experience with SEO best practices, Google Analytics, and web performance tools.
- V. Understanding of accessibility standards (WCAG 2.1), UX/UI design principles, and digital content strategy.
- VI. Familiarity with relational database management systems (RDBMS) and version control systems.
- VII. Proficiency with web hosting, DNS configuration, SSL management, and CDN integration.
- VIII. Strong project management skills and ability to manage multiple deadlines.
- IX. Excellent written and verbal communication skills.
- X. Ability to collaborate effectively with a wide range of stakeholders in a dynamic environment.
- XI. Understanding of legal and regulatory frameworks (EGA and or PDPC) is an added advantage

c) QUALIFICATION:

Holder of Bachelor Degree from a recognized institution, in Information Technology, Computer Science or Software Engineering.

1. REQUIREMENTS OF APPLICATION

- i. Applicants must attach an up-to-date Curriculum Vitae (CV) having reliable email address and telephone numbers.
- ii. Applicants should attach a maximum of one page write up explaining how you fit in this position and how you will improve online visibility of MUHAS
- iii. Applicants should attach academic certificates and not transcripts
- iv. Applicants should submit examples of websites developed or managed
- v. At least one recommendation letter from an institution that you have worked with to develop or manage their websites
- vi. Applicants should apply on the strengths of the information given in this advertisement.

d) REMUNERATION

Remuneration for this position will be PGSS 6

e) MODE OF APPLICATION

Send your application to: info@muhas.ac.tz and copy muhas.convocation@gmail.com with subject “**Website Administrator Position**”.

f) DEADLINE

Send your application by May 23rd, 2025. Only shortlisted candidates will be contacted.