

Job description

Website Project Manager – Full time, fixed term contract until December 2025 with the possibility to extend

Reports to:	Head of Digital
Based at:	Coeliac UK Head Office, High Wycombe with the possibility to regularly work from home by prior agreement with your line manager
Salary grade table:	Specialist (SP4), c£31.5k
Hours:	35 hours per week
Holiday:	36 days a year including Bank Holidays
Line management:	No direct reports
The role:	An exciting role as we take our organisation forward with a new website, with improved UX and UI. The Website Project Manager will have responsibility for the end-to-end delivery of the project with support from the Head of Digital and Director of Marketing and Digital.

The ideal candidate

- Established project manager with at least 2 years' experience of large scale website projects including CRM/Database integrations
- Proven skills of managing all elements of a project from end to end working with the agency across build, design, testing and any relevant integration of co-dependent data ie. CRM system
- Exceptional PM skills including timing and budget control and ensuring internal team is kept up to date at all times
- Strategic thinker who can see the bigger picture whilst being operational
- CRM/UX/UI: Expert in content management systems and have extensive experience in developing user journeys, optimising user experience and delivering multi variate testing
- Excellent PC and web skills
- A great understanding of SEO and the impact of actions on search visibility
- A positive, personable and confident communicator
- Responsible and the ability to work on own initiative
- Motivated, cooperative team player
- First rate organisational skills
- Excellent attention to detail
- Confident proof reader with excellent command of the English language

Key responsibilities

- Work with the Director of Marketing & Digital, Head of Digital and the web agency to oversee the content and design, technical work up, and finally the delivery of the website
- Work closely with the Marketing & Digital team to migrate content to the new website, managing the strategy and timings to ensure this key milestone of the project is achieved on time
- Organise workshops and other internal meetings to ensure that all directorates have input and have clearly defined tasks and timelines to follow

- Assist the Head of Digital and wider digital team in the management of the current website as well as the new website. This includes regular updates, page creation for campaigns and search engine optimisation
- Create deadlines and action items to achieve the end goal, and be the point person for the management of each item
- Manage communication to ensure all stakeholders are kept up to date
- Deliver the project on time and within budget
- Assist the Head of Digital in creating a Standard Operating Procedure for management of the website once it's up and running

Other knowledge, skills and experience

- Digital marketing principles and activation techniques
- Good knowledge of W3C web standards
- Experience of a variety of CMS systems
- HTML/CSS and Workbooks knowledge is advantageous but not essential
- Excellent Microsoft Office knowledge
- Experience of using Monday.com or Jira would be an advantage

Competencies

1: General profile
Offers mentoring/guidance to others
Is a key contributor, acts individually as a specialist expert in own area or as a team leader providing direction for others
Acts with no supervision
2: Technical expertise; building & maintaining
Demonstrates depth/breadth of knowledge/skills in own area
2: Technical expertise; applying & anticipating
Applies knowledge/skill through handling complex problems and/or co-ordinating work which may extend beyond own area of expertise; shares expertise with colleagues and other work groups
3: Client/organisation orientation; client response
Proactively acts to understand client needs and identify solutions to non-standard tasks/queries; actively seeks opportunities
3: Client/organisation orientation; organisation understanding
Interprets internal/external organisational issues; makes changes to own and others work to meet these
3: Client/organisation orientation client response; costs
Manages costs against specific contracts
4: Creating & delivering solutions; problem solving
Anticipates patterns and links; looks beyond the immediate problem to the wider implication/knock on effect; takes a new perspective on existing solutions to complex problems
4: Creating & delivering solutions; planning & organising
Develops longer term plans which effect own and other areas and manages resources to achieve the plan
5: Working relationship; communicating, negotiating & influencing
Explains/presents highly complex ideas; anticipates potential objections and prepares case accordingly; influences others
5: Working relationship; teamwork, coaching & guiding
Acts as a facilitator and mentor; moves the team forward; may be a team leader
5: Working relationship; networking
Creates networks internally and externally

This job description is not intended to be an exhaustive list of duties to be performed by the employee. This job description may be altered to reflect the needs of the charity.