

Job Description

Website 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 (SP5), c.£27.5k-£30.5k based on experience
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 Manager will have responsibility for supporting the end-to-end delivery of the project with the Head of Digital and the responsibility for managing the existing website and migration process.

The ideal candidate

- Established Website manager with at least 2 years' experience of managing websites daily
- Experience of large-scale website projects including CRM/Database integrations is key
- Proven skills of managing all elements of a project from end to end including agency management, stakeholder management, 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

- Lead in the management of the current website as supporting well the new website. This includes regular updates, page creation for campaigns and search engine optimisation
- 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.
- 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
Shares own experience/knowledge with others; provides guidance and support to less experienced colleagues
May co-ordinate activities of others/a team
Completes own role independently or with minimal supervision/guidance
2: Technical expertise; building & maintaining
May have developed expertise in one area
2: Technical expertise; applying & anticipating
Applies knowledge/skills to a range of activities; acts as a source of specialist expertise to others in work group
3: Client/organisation orientation; client response
Interprets client needs and works to meet those needs; promotes an environment for creating organisation opportunities
3: Client/organisation orientation; organisation understanding
Is aware of broader internal/external organisation issues; applies these to own role
3: Client/organisation orientation client response; costs
Takes action to monitor and control costs within own work horizons
4: Creating & delivering solutions; problem solving
Identifies key issues and patterns from partial/conflicting data; takes a broad perspective to problems and recognises new, less obvious solutions
4: Creating & delivering solutions; planning & organising
Manages own time and that of others; develops plans for specific work activities in own area over the medium term, including forecasting/organising all resource requirements
5: Working relationship; communicating, negotiating & influencing
Adapts information/style to the audience, explains difficult concepts clearly, establishes consensus and attains agreement
5: Working relationship; teamwork, coaching & guiding
Promotes teamwork; motivates, coaches and guides others; may be informal team leader
5: Working relationship; networking
Creates networks outside own area

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.