

Job description

Web Manager

Reports to:	Head of Digital
Based at:	Coeliac UK Head Office, High Wycombe – Hybrid, minimum of 2 days a week in the office
Line management:	Member of the Marketing & Digital Directorate, team of 10, currently no direct reports
Salary grade table:	Specialist (SP 5.3)
Benefits:	Holiday allowance 36 days including UK public holidays. Enhanced maternity, paternity and sick leave, team members also have access to a private counselling service.

The Role

As the charity continues to enhance our digital presence, we are creating a new role, providing an exciting opportunity for a talented Web Manager to join our team. The Web Manager will play a pivotal role in managing the development and maintenance of our website, ensuring a high-quality user experience. This role will also be central to the creation and successful launch of a new website, managing content migration and ensuring adherence to functional specifications and brand guidelines.

Our ideal candidate is a collaborative team player with proven web management experience, a strong analytical mindset, and a keen interest in the future of web technologies.

Key Responsibilities

- Lead the day-to-day management, development, and maintenance of our current website.
- Serve as a key member of the new website working group, overseeing content migration into WordPress and ensuring compliance with functional specifications and brand guidelines.
- Take full responsibility for managing the new website post-launch (scheduled for July) and leading subsequent phases of development to improve the user experience.
- Define and implement strategies to elevate our web offering, working closely with the Head of Digital to develop a long-term roadmap.
- Monitor and ensure compliance with GDPR, cookie policies, and other data protection regulations, acting as the charity's primary liaison with digital security and infrastructure agencies.
- Conduct regular analysis and reporting on web performance, user behaviour, and site analytics, working closely with internal teams to derive actionable insights.

- Opportunity to expand responsibilities into managing other digital platforms, including our app, as part of ongoing professional development.

Key Competencies

- Strong understanding of systems integration, user experience, and user journey optimization.
- Ability to analyse web metrics and data to drive improvements.
- Excellent time management and organizational skills with the ability to balance multiple projects.
- Experience in setting and managing targets, budgets, and project costs.
- Proficiency in Microsoft Office Suite (Excel, Word, PowerPoint, Teams).
- Experience with relevant marketing and web management tools, including:
 - Google Business Tools (Google Analytics, Google Tag Manager, Google Search Console).
 - Hootsuite.
 - Zapier.
- Enthusiastic and proactive approach to work.
- Strong communication skills, capable of engaging effectively at all levels of seniority.
- Excellent problem-solving skills with the ability to think creatively and propose innovative solutions.
- Commitment to personal and professional development.
- Open to feedback and willing to adapt to changes and new ideas.

Experience and Skills

- Proven experience managing CMS platforms, particularly WordPress.
- Familiarity with CRM systems, WorkBooks would be preferred but not essential.
- Experience in project management principles - certifications such as Agile, PRINCE2 are a plus.
- Hands-on experience with Google Analytics and data interpretation.
- Strong working knowledge of GDPR and data compliance regulations.
- Demonstrated ability to optimise digital operations across multiple business functions to improve efficiency and generate opportunities.

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; 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 Relationships; communicating, negotiating & influencing
Adapts information/style to the audience, explains difficult concepts clearly, establishes consensus and attains agreement
5: Working Relationships; teamwork, coaching & guiding
Promotes teamwork; motivates, coaches and guides others; may be informal team leader
5: Working Relationships; networking
Creates networks outside own area

This job description is not intended to be an exhaustive list of duties. Responsibilities may evolve in line with the organisation's needs and the candidate's professional growth.