

JOB DESCRIPTION

Job Title	Website Manager
Department	Marketing and Communications
Reporting to	Head of Marketing and Communications
Line Manages	n/a
DBS/BD/PVG:	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Location	Avonmore Road, London W14 8RR

About Independent Age

Independent Age is a national charity founded over 150 years ago with a clear mission to ensure that as we grow older, we all have the opportunity to live well with dignity, choice and purpose.

We achieve this by providing free impartial information and advice on the issues that matter most as we grow older, and work within communities to connect people, places and services to reduce isolation and loneliness. We also act as a catalyst for positive policy change by challenging the underlying causes of discrimination and inequality.

At Independent Age we live by our values and EDI principles.

Our Values are that we are:

Purpose-driven - *the experience, needs and views of older people are central to everything we do*

Compassionate - *we listen, care and take action*

Expert - *our work is evidence-based and solution-focused*

Collaborative - *we work in partnership to maximise our impact*

Accountable - *we work with integrity and transparency*

Inclusive - *we value diversity and always treat everyone fairly with dignity and respect*

Our EDI Principles are that we will:

- proactively challenge ageism and all other forms of discrimination throughout all our work.
- celebrate and champion diversity within and outside our charity and create a culture where everyone knows that they belong.

- develop our leaders so that they can act as role models and champions to our staff so they can embrace these principles and apply them in their work.
- deliver equity of opportunity for our staff, volunteers and the people who use our services whether they have a protected characteristic or not.
- ensure our strategy, policies and actions are integral to our annual planning processes to ensure that we deliver our goals and that our values are central to their delivery.
- commit to setting minimum target indicators for diversity and regularly review progress.
- collect data to enable us to track our progress.
- be publicly accountable and transparent about our progress.
- use our influence to proactively champion the principles of EDI internally and with external partners.
- continuously improve, adopt best practice and learn from and share with others.

Job Purpose

The Website Manager plays an integral role in the delivering a positive and impactful user experience of our website. This includes managing the development, functionality and maintenance of the Content Management System and managing our web agency. The post holder will lead on creating the strategies to improve the website metrics including supporter journeys and managing audience insights. Working closely with the Marketing and Media Teams and across all our Directorates, the post holder will be supporting and proactively driving creativity and innovation with continually identifying and delivering improvements on function.

Key responsibilities

- Work with teams across the organisation to ensure that web content is up to date and meets SEO / Accessibility standards.
- Update the website pages as required.
- Proactively identify and provide continuous recommendations into the website design and content, ensuring an ongoing approach to web optimisation.
- Work closely with the in-house Studio Team to ensure our website is visually appealing and functional that features user-friendly design and clear navigation; images are reviewed and updated and page design optimised to comply with our brand guidelines.
- Play a leading role in the creation of campaign landing pages, working closely with the Senior Digital Officer to ensure that campaign-led pages are fully optimised and delivering engagement.
- Work with the internal IT and CRM teams on digital transformation projects including optimising seamless user journeys and the integration of our CRM system and data reporting using platforms such as Power BI.
- Develop effective user journeys throughout the site to drive donations, report downloads and other KPIs.
- Act on data insights from the Audience Officer and provide regular reporting on improvement scores and data to the Head of Marketing and Communications.
- Identify and prioritise key web development activities for the web agency.
- Review and recommend changes to the website information architecture, through internal consultation, workshops, data analysis and user research, as appropriate.
- Drive continuous improvement to our digital platforms and keep the charity at the forefront of developments in digital marketing.
- Demonstrate collegiate, empowering and inspirational leadership;
 - Providing effective performance management of any reports with agreed objectives and development plans in place to enable them to perform their roles

- effectively;
- Effectively managing any budgetary or financial responsibility, embedding a culture of financial awareness and scrutiny;
- Maintaining compliance and adherence with all processes to ensure good governance

General Responsibilities

- Undertake any other duties commensurate with the level of the role
- Have fun and challenge yourself at work, model the charity's values and abide by our policies and practices
- Embrace diversity and share in our commitment to equality of opportunity and to eliminating discrimination
- Contribute to our fundraising effort by embracing opportunities to fundraise yourself, to promote fundraising and to support the fundraising team
- Share in our commitment to promoting welfare and safeguarding adults at risk of harm and any children or young people connected with them that we may come into contact with through our work.
- Use the charity's resources efficiently and effectively to ensure that our financial resources are demonstrably used for the benefit of our service users
- Ensure that information is obtained, used and stored in accordance with our Data Protection and Confidentiality policy

PERSON SPECIFICATION

You should have....

- Experience in using Content Management Systems (particularly Drupal)
- Experience with software and database development ('back end'), as well as interface and visual design ('front end')
- Knowledge of web technologies including JavaScript, HTML and CSS
- Experience working with web analytics tools (such as Google Analytics) and extracting data to form reports and actionable insights
- Experience in writing, editing and creating audience-led content
- Experience in user journey creation
- A demonstrable passion for, and affinity with, our cause

Ideally, you would have

- Worked previously in a charity
- Experience in research tools e.g. HotJar, CrazyEgg