

## JOB DESCRIPTION

<b>Job Title</b>	<b>Website Officer</b>
<b>Department</b>	<b>Marketing and Communications</b>
<b>Reporting to</b>	<b>Website Manager</b>
<b>Line Manages</b>	<b>N/A</b>
<b>DBS/BD/PVG:</b>	<b>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></b>
<b>Location</b>	<b>Avonmore Road, London W14 8RR, hybrid working</b>

### **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 Officer works closely with colleagues in the marketing and communications directorate, and with staff across the organisation including policy and influencing, fundraising, and services, to make positive change happen for people in later life.

The postholder will be responsible for general updates and maintenance of the websites using CMS such as Drupal. In addition, they will collaborate with the marketing team to optimise the content of our website and ensure a high-quality experience for our key audiences.

### **Key Responsibilities**

- Ensuring website copy is current and up to date.
- Editing and updating content on pages across the Independent Age website including creating new pages and updating metadata.
- Working with stakeholders (across different teams) and our web agency, with a focus on the presentation of web copy, PDF files, images, videos.
- Ensuring that all online content is structured, presented and written in the most appropriate format for our target audience.
- Assisting with the design and functionality of the websites.
- Collating assets for campaigns, monitoring the campaigns and reporting the outcomes.
- Optimising images.
- Tracking statistics and preparing reports for a range of stakeholders across the organisation.

## **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**

- Experience in communication, marketing, or a similar role.
- Proven experience of using content management systems (preferably Drupal CMS).
- Strong web copy writing skills, with experience of copywriting for web to different audiences.
- Proven ability to pick up new software and technologies quickly.
- Strong IT skills including use of Microsoft Office packages.
- Excellent interpersonal and communication skills (oral and written) and the ability to communicate in a confident and engaging manner at all levels.
- Ability to effectively engage, and build rapport with, a wide range of people in person and via telephone/email and other online formats, including colleagues, older people and volunteers.
- Ability to work on own initiative and deliver credible, professional work to a high standard.
- Flexibility to adapt to changing circumstances and manage a busy workload.
- A demonstrable passion for, and affinity with, our cause.