

# Website Manager

## Job Description

### Position overview

Department	Marketing
Location	Devon House, St Katharine Docks, London and Remote (Hybrid role)
Term	Full-time; Permanent
Salary	£37,000 - 42,000 per annum, depending on experience
Benefits	Generous benefits package including 25 days holiday allowance (excl. Bank holidays), group life assurance, group income protection, pension schemes and private healthcare (optional)
Start	1 September 2023

Northeastern University London is experiencing a period of rapid growth, resulting in the creation of the new role of Website Manager. This new role offers an exciting opportunity for an individual with strong technical skills and demonstrable experience of managing websites in a commercial or higher education environment who seeks to take the next step in their career and join an organisation which offers genuine accountability and opportunities for professional development and progression.

As part of a dynamic and friendly Marketing team, you'll take the lead on developing and maintaining our website in accordance with the evolution of the university, its brand, and educational programmes. Based in our London campus and reporting to the Head of Marketing for NU London, you'll be part of London's Marketing, Admissions, Recruitment and Visa Compliance Team (MARV). You'll also be part of the wider Northeastern University Global Campus Network team, linking with marketeers located in North America, primarily in Boston and Toronto.

Our ideal candidate will combine experience personally developing and maintaining websites and working with agencies to deliver development projects on time, budget and to specification, with strong interpersonal, communication, listening and influencing skills. You'll thrive working in cross-functional teams and with stakeholders from all levels and diverse perspectives, cultures and contexts across the organisation, ranging from student recruitment, to academic faculty, operations, quality assurance.

## Duties and Responsibilities

- Overall responsibility for managing the university's website including day-to-day content updates, ongoing maintenance, and longer term strategic development
- Manage creation of new web pages and implement copy, visuals, templates and SEO updates to existing web page updates using our CMS, working collaboratively across departments and stakeholders to ensure all information is kept up to date
- Devise and deliver enhancements to the universities SEO both on page and off page while undertaking complex deep dives to understand performance gaps and opportunities to unlock growth ( including website audits, crawl analysis, keyword research, etc.)
- Define and implement a measurement framework for SEO performance and measurement
- Produce advanced website reporting to inform strategic decisions, and website development, using Google Analytics and other appropriate data sources
- Maintain and update all widgets, API's and third party integrations on the website (e.g. Unistats; Hubspot; UniBuddy etc.)
- Create and maintain all webforms embedded in website, using our CRM (Hubspot) or other form builder tool if necessary
- Identify opportunities to enhance user experience and develop defined user journeys to increase website engagement and conversion, translating ideas into clearly defined deliverables and implementing as appropriate (e.g. bespoke landing pages, IA and navigation developments, refreshed templates)
- Develop innovative and practical solutions to UX and design opportunities presented by developments to the organisation and its educational programme offering and goals, working with colleagues and agencies as appropriate
- Manage and act as client lead for website development agency, working closely with them on day to day tasks, managing all aspects of new projects and developments, from briefing, to SOW, wireframes, and delivery to quarterly performance reviews and compliance with SLA
- Schedule and coordinate removal of all outdated information from the website in a timely manner
- Ensure all external links on other websites are tagged and tracked in accordance with best practices
- Manage all website domains and servers, ensuring licences do not expire
- Troubleshoot and escalate or resolve issues in a timely manner and with an appropriate sense of urgency
- Manage the university's online media library and all online files
- Ensure compliance with statutory, regulatory, and accessibility requirements
- Proactively seek and maximise relevant opportunities to increase technical and sector knowledge, keeping up to date with the latest technologies and technical development appropriate to the role

- Support the Student Recruitment & Admissions teams at a minimum of five events per year, including two Saturdays and two evenings (e.g. UCAS fairs; School visits; Open Day on campus; etc.)
- Occasional national and international (predominantly North America) travel including overnight stays may be required.
- Any other responsibilities or duties commensurate with the role and level of accountability.

## Person specification criteria (essential / desirable)

### Knowledge

- Advanced knowledge of SEO [E]
- Excellent knowledge of CMS systems (WordPress) including previous experience of working on a website. [E]
- Strong understanding of architectures behind the CMS and usage of HTML, CSS and scripts. [E]
- Training in UX and design [D]
- Knowledge of accessibility and regulatory issues when creating pages on the website. [D]
- Awareness of regulatory environment for UK higher education, including CMA (D)
- An undergraduate degree or experience working in a higher education environment [D]

### Skills & Experience

- Experience of using Google tag manager, Google Analytics and Google Console [E]
- Good organisation skills and attention to detail [E]
- Experience with SEO tools such as MOZ, SEM RUSH, Screaming Frog [E]
- Adaptable and problem solving personality (E).
- Demonstrable experience of working with agencies to deliver projects on time, budget and to specification (E)
- Experience using Tableau (D)
- Experience working in cross-functional teams and with stakeholders from all levels and diverse perspectives, cultures and contexts (D)
- Evidence of experience of managing websites in a commercial or higher education environment (E)
- Strong interpersonal, communication, listening and influencing skills (E)
- Line management experience (D)

## About the University

Founded in 2012, Northeastern University London (formerly known as New College of the Humanities) has established itself as a prestigious higher education institution based in the heart of London. After becoming part of Northeastern University's global network in early 2019, the University has undergone a period of rapid growth, having been granted Taught Degree Awarding Powers in February 2020 and moved to a new, state-of-the-art campus in 2021. The University continues to grow further expanding its student cohort, courses, network and opportunities. students year on year, further expanding its courses, network and opportunities.

## Application process

Applications should be made via [this link](#) by 20:00 by 10th April 2023. Please reference your application "**WM0323**". Interviews are expected week beginning on 17th April 2023.

Participation in the equal opportunities section is encouraged, but voluntary.

Applications must include a covering letter of no more than one page and a full curriculum vitae.

Applications are welcome from all sections of the community and will be judged on merit alone. Candidates must be able to demonstrate their eligibility to work in the UK in accordance with the Immigration, Asylum and Nationality Act 2006.