Website Manager

Job Description

Department	Marketing
Location	Devon House, St Katharine Docks, London and Remote (Hybrid role – minimum 2 days on campus, Marble Quay)
Term	Full-time; Permanent
Reports to	Assistant Director of Digital & Performance Marketing
Salary	£40,000-42,000 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	ASAP

Join an organisation investing in rapid growth and offering genuine accountability and opportunities for professional development and progression. Located on our vibrant, state-of-the-art campus in beautiful, tranquil, and well-connected St Katharine Docks, Northeastern University London is a London-based university that forms part of an innovative university network with campuses across North America.

This exciting role offers an opportunity to take the lead in developing and maintaining our London websites in accordance with the evolution of the university, its brand, and its educational programmes. You will need strong technical skills and demonstrable experience personally developing, innovating, and maintaining websites, combined with end-to-end project and stakeholder management skills to collaborate with colleagues and agencies to deliver development projects on time, on budget, and to specification.

Reporting to the Assistant Director of Digital and Performance Marketing, you will thrive working in cross-functional and matrix teams with stakeholders at all levels. You will create optimum solutions, harnessing the diverse perspectives, cultures, and contexts across the organisation, ranging from student recruitment to academic faculty, operations, and quality assurance. Your strong interpersonal, communication, listening, and influencing skills will be essential to success.

Duties and Responsibilities

Website Development

- Identify and implement opportunities to enhance UX and design user journeys to increase engagement and conversion across the university's educational portfolio, audience segments, and websites, translating ideas into clearly defined deliverables (e.g. landing pages, IA, navigation, templates).
- Collaborate with North American colleagues to ensure seamless integration and alignment with other campuses within the Global Campus Network while retaining the integrity of the London websites in accordance with English university regulatory requirements (e.g. OfS, CMA, accessibility, etc.).

Maintenance

- Manage the creation of new and updating existing web pages and campaign landing pages, implementing copy, visuals, and templates using our CMS (WordPress).
- Maintain and update all widgets, APIs, webforms (Slate, HubSpot, etc.), third-party integrations (e.g., Slate, Unistats, HubSpot, UniBuddy, etc.), media library, and online files.
- Devise and deliver enhancements to on-page and off-page SEO while undertaking complex deep dives to understand performance gaps and opportunities to unlock growth.
- 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, escalate, and resolve website issues in accordance with SLA, managing agencies or internal resources as appropriate.

Reporting, Measurement & Insights

- Produce advanced website reporting to inform strategic decisions and website development and measure marketing performance and the impact of changes.
- Define and implement a measurement framework for SEO performance.
- 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.

Other

- Occasional national and international 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

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

Skills & Experience

- Experience managing a successful commercial website [E]
- Experience using Google Tag Manager, Google Analytics 4, and Google Console [E]
- Exceptional organisational skills and attention to detail [E]
- Experience with SEO tools such as MOZ, SEM RUSH, Screaming Frog [E]
- Adaptable and problem-solving personality [E]
- Strong interpersonal, communication, listening and influencing skills [E]
- Demonstrable experience working with agencies to deliver projects on time, budget, and specification [E]
- Experience using Tableau [D]
- Experience leading projects in matrix teams with stakeholders from all levels and diverse perspectives [D]
- Experience managing websites promoting diverse product lines to distinct target audiences [D]
- Experience working in a North American context or with North American colleagues or clients [D}

Application Process

Applications should be made via this link by **23:59** by **02 June 2024**. Please reference your application **WM0524**.

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.