

My Job: Website Manager



Manage the front end website development for our customer facing sites

WHAT I AM ACCOUNTABLE FOR:

1. Website Strategy. Work with the Head of Marketing and Head of Journeys and Experience to develop and deliver the website goals and strategies for Turning Point and its sub-brands.

2. Content Management. Plan, create, edit, and update the web content. Conduct content audits to identify gaps and redundancies in the site content, working with the Marketing team to address. Write and edit web copy and video content.

3. Design and Development. Influence web design and development, including layout, appearance, and functionality of the website, alongside Marketing and Experience colleagues.

4. Performance and Analytics. Analyse qual and quant data to learn how users interact with Turning Point sites. Monitor and improve the web performance and analytics, including the usability and effectiveness of the website.

5. Communication and collaboration. Communicate and collaborate with various internal and external parties involved in the web projects, and manage expectations based on finite resources available.

6. SEO approach. Own and implement an SEO strategy, primarily focused on ensuring all onsite elements are optimised to provide an accessible and visible website.

7. Technical support. Implement minor technical requirements, occasionally updating the HTML, CSS and JavaScript.

8. Staying current. Keep informed about latest trends and competitor developments to influence our strategies.

HOW I OPERATE:

Values Led Leadership

1. I'm results driven and am always looking for ways to improve against objectives
2. I'm highly analytical and make decisions based on data
3. I'm customer orientated and bring new insights and ideas into the everyday
4. I collaborate effectively and challenge constructively
5. I'm accountable for all my decisions and actions
6. I think strategically and can explain my plans simply and clearly to audiences of all levels
7. I am very organised and methodical with great attention to detail. I'm a starter-finisher.
8. I am positive, agile and resourceful and take a hands-on approach – I make the most of what we have

WHAT I NEED:

Skills Knowledge

- Experience working with one or more CMS, although Oracle an advantage
- Logical and analytical, you have an ability to spot patterns, gaps and repetitions in web content
- An excellent writer and editor, with good spelling and grammar and the ability to adapt to house styles
- Passion and vision for creating and managing effective and engaging websites.
- Ability to communicate and influence effectively with stakeholders from different disciplines and seniority levels across the business.
- Take a hands-on approach to get the job done