

My Job: Website & SEO Executive



Support the migration of our websites to a headless CMS while optimizing SEO strategies and refining content for improved performance and user experience

WHAT I AM ACCOUNTABLE FOR:

1. **Website Migration:** Migrate our existing content from our current CMS to new headless CMS (Kontent.ai), ensuring the content is migrated accurately and on time to provide seamless transition.
2. **Content Management:** Assist the Website Manager in actioning change requests from internal stakeholders in a timely manner.
3. **Content Audits:** Support with audits to ensure all content is accurate, up-to-date, and reflective of the latest information.
4. **SEO Implementation:** Support the application of SEO strategies to improve organic search rankings and drive traffic across multiple websites.
5. **Keyword Research:** Perform keyword research to identify opportunities for content creation and optimisation.
6. **Copywriting:** Write and optimise website content, ensuring alignment with both SEO best practices and Turning Point brands' tone-of-voice and goals.
7. **Technical SEO:** Conduct technical SEO audits to identify and address technical issues affecting site performance and search rankings, including page speed, mobile optimization, and crawlability.
8. **Analytics and Reporting:** Support the monitoring of website performance using analytics tools, generate reports, and provide insights to inform decision-making
9. **Stay Updated:** Keep up-to-date with the latest SEO trends, algorithm changes, and best practices to ensure the website remains relevant and effective.

HOW I OPERATE:

Values Led Leadership

1. I am customer orientated and always incorporate the people we support into my ideas
2. I am proactive, organised, and methodical, with great attention to detail
3. I am positive, agile, and resourceful and take a hands-on approach
4. I am collaborative and comfortable to work with a wide range of people across the business
5. I manage my time well and know how and when to escalate any perceived challenges or issues
6. I am confident to ask questions and like to learn
7. I enjoy working with data and analytics, and can use insight to identify opportunities to improve
8. I'm happy to get stuck in with the task ahead

WHAT I NEED:

Skills\Knowledge

1. A working knowledge of website marketing and SEO
2. Proficiency with Content Management Systems, including headless CMS.
3. Confidence in copywriting and content creation, with experience in developing messages and formats across a range of website channels and audiences
4. Experience with analytical tools to monitor and improve website performance.
5. High IT competency including MS Office
6. A passion for supporting people with our range of services, including Mental Health, Learning Disabilities, and Substance Use.