

JOB DESCRIPTION



Job title	Website & Search Officer – Maternity cover (9 months)
Reports to	Senior Digital Comms Manager, Soil Association Charity Role is also co-supervised by Digital Content Marketing Manager for SA Certification 1.5 days a week
Location	Bristol (initially remote due to Coronavirus)
Department	Digital Engagement Team, Communications Directorate,
Job Purpose	To build the collective power of the Soil Association brand and enable the maximum impact from connections through our website
Job Summary	<p>This important role will focus on ensuring the development and management of the Soil Association website, implementing in-house, audience-focused iteration and optimisation of our website and Google Ads grant. You'll play a critical role in delivering a high-quality user experience for all our audiences, and ensuring excellent performance of our website and Search channels.</p> <p>You'll be identifying and fixing non-dev technical issues, and you'll know when to call on expertise from our external development agency.</p> <p>You'll support the Digital Engagement team in working with our internal clients, championing an evidence driven, audience-focused approach, delivering training, informing data-based decision making, developing campaign/ audience specific reporting, and supporting Search research.</p> <p>You'll be an self-motivated, solutions-focused person with excellent knowledge of SEO best practise (technical and on-page), CMS (preferably Umbraco), HotJar, Google Analytics, Tag Manager and DataStudio, and Google Adwords (ideally charity Ad Grant).</p>
Key responsibilities	<ul style="list-style-type: none"> • Support the Charity and Certification communications colleagues with iteration of www.soilassociation.org to deliver a high-quality user experience for our members, supporters and licensees. • Provide ongoing web management including implementing a variety of ongoing CMS tasks, such as identifying and fixing technical issues, optimising content, managing the CMS media library, managing redirects and ensuring the site is up to date and accurately representing the brand. • Optimise high traffic and business critical webpages - such as homepage, membership, donation, certification and veg box schemes – and identify and deliver other opportunities for iteration to improve user experience and channel performance. • Work with the Senior Digital Comms Manager to manage and prioritise change requests for internal development and support, stepping up to work with our web dev agency when needed. • Closely monitor and report on website performance using Google Analytics and other tools to provide ongoing actionable insight and improvements. • Engage and enable internal stakeholders in utilising Search research, User testing and Analytics, to support the development of their activity, through training and one-to-one support. • Support in the management of our team of web editors, from providing CMS log ins, to training and feedback. • Grow knowledge of Soil Association key audiences, their preferences and responses • Learn from external organisations activity and build ideas for testing
Qualifications	Essential: Educated to degree level, or equivalent



Knowledge & experience

Knowledge:

- Experience of using website content management systems (Umbraco or similar)
- Knowledge of website best practice and what makes a high-quality user experience, including some knowledge/ experience of UX, SEO and CRO
- Knowledge of tools such as Google Analytics, Search Console, Tag Manager, DataStudio and Hotjar
- Experience of managing and reporting on PPC campaigns in Google AdManager, and ideally Google AdGrant.
- The ability to manage and work on different projects simultaneously and plan your time effectively
- Experience of using team communication and management tools, such as Trello and MS Teams.
- Confidence and ability to spot opportunities for improvements to the website and processes, and to pitch ideas for new solutions to existing issues.

Experience:

- Working within a charity or not-for-profit environment would be an advantage, particularly with experience of working closely with, and supporting many teams and colleagues

Personal qualities and Skills

Personal qualities:

Innovative – ability to translate business requirements into exciting user experiences.
 Analytical – ability to interpret data and adjust your strategy based on analytics
 Organisational – planning and coordination of different activities, ability to work on own initiative, under pressure, meeting deadlines.
 A great team player – able to work and communicate well across a number of teams.
 Empathy with the values, aims and objectives of the Soil Association.

Skills:

- Good interpersonal skills
- Self-motivated and a team player
- Solutions focussed and innovative
- Strong attention to detail and ability to understand complex briefs
- A commitment to personal development and an enthusiasm for digital innovation
- Experience of working in a fast-paced environment.

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Date

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