



Eden Academy Trust – Digital and Web content Executive

- Permanent role
- Part-time / term-time only: Mon-Thurs 09.00-14.00 (18.75hrs/wk, 38 weeks/yr)
- Salary: Scale 5, pro rata actual salary range £13,150-£13,766
- Location: Sunshine House, Northwood
- Line Manager: Marketing and Communications Manager
- Direct reports: none

Job Description

We are seeking a highly skilled and detail-oriented Digital and Web content Executive to join our team.

As a Digital and Web content Executive, you will be responsible for quality assuring the Trust's online content to ensure optimal performance and user experience.

You will work closely with internal and external stakeholders including our external web developer and designer to ensure website functionality and content meets agreed objectives.

Supported by the Marcomms Manager you will create and schedule social media content.

The ideal candidate should have great technical skills, strong attention to detail, and a good understanding of web administration and social media best practices.

Responsibilities

1. Manage and maintain the Trust's website and intranet, ensuring that they are up-to-date, properly functioning, and visually appealing.
2. Quality assure school websites and provide support to school administrators as necessary.
3. Regularly conduct websites audits to ensure compliance in relation to policies and content.
4. Collaborate with web developer and designer to implement website enhancements, updates, and new features as needed.
5. Create (from supplied content) and schedule social media posts to enhance the Trust's external reputation.
6. Create (from supplied content) termly internal digital staff newsletter.
7. Proof and edit web and digital content.
8. Optimise website content, metadata, and URLs for search engines to improve organic search rankings and drive more traffic to the website.
9. Monitor website analytics and generate reports to track key performance indicators, such as traffic, conversion rates, and user engagement.

10. Troubleshoot and resolve website issues, such as broken links, error messages, and usability problems.
11. Keep up to date with industry trends, new technologies, and best practices in web administration and social media communications and make recommendations for continuous improvement.
12. Provide support and training to internal users on content management systems, website maintenance, and best practices for creating and publishing web content.

Person specification

1. Strong knowledge of content management systems (all Trust sites use WordPress) and experience in managing and updating websites.
2. Familiarity with web analytics tools, such as Google Analytics, to monitor website performance and user behaviour.
3. Familiarity with social scheduling and analytical tools such as Hootsuite.
4. Excellent troubleshooting and problem-solving skills to diagnose and resolve website issues promptly.
5. Knowledge of SEO best practices and the ability to optimise website content for search engine visibility.
6. Detail-oriented with strong organisational skills to manage multiple tasks and priorities effectively.
7. Good communication skills to collaborate with schools and services and provide support to internal users.

Qualifications

1. Bachelor's degree in computer science, information technology, Marketing, Communications or a related field.
2. Proven experience as a Web Content Administrator, Social Comms, or similar role.
3. Strong portfolio demonstrating successful website administration and management.
4. Knowledge of web accessibility standards and best practices is preferred.
5. Familiarity with responsive web design and mobile optimisation is a plus.
6. Ability to work independently and, set and meet deadlines.