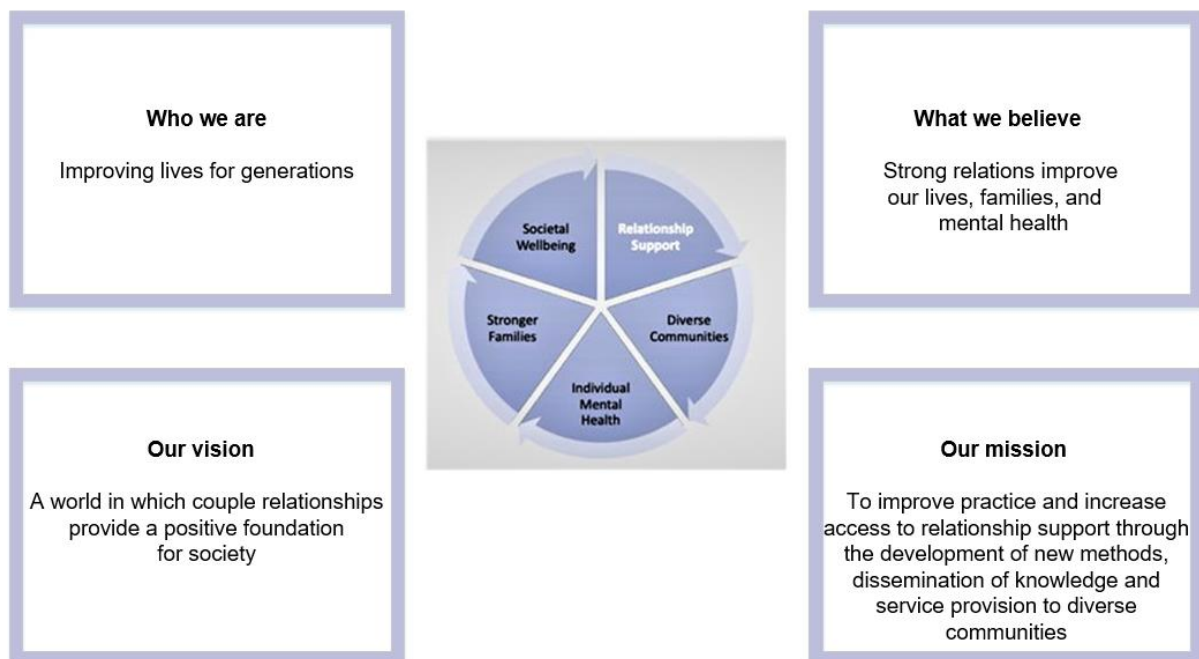


## JOB DESCRIPTION

<b>Job title</b>	Digital Engagement and Website Coordinator
<b>Department</b>	Marketing
<b>Line manager</b>	Head of Marketing and Communications or Marketing and Social Media Manager
<b>Role level</b>	Senior Admin
<b>Direct reports</b>	Nil
<b>Appointment type</b>	Permanent
<b>Remuneration</b>	£23 - £28k per annum (or pro rata) depending on experience
<b>Hours of work</b>	Full or Part time (a minimum of 2.5 days a week – 0.5FTE)
<b>Location</b>	Hybrid and flexible working according to business needs and in line with organisational policies

### About us

Tavistock Relationships has been improving lives for generations. We believe that strong relationships improve our lives, families, and mental health.



### Our values

- A belief in the importance of family stability and emotional security.
- A commitment to social justice, inclusivity, and diversity in every area of our work.
- A belief in the importance of intellectual curiosity and rigour.
- An aspiration to be a learning community – growing understanding and being open to new ideas, developing new ways of working.
- A commitment to promoting excellence in the delivery of our services.

## Purpose of the role

To maintain digital media content and design elements to ensure that the assigned platforms are functional, accurate and up to date, and that data is gathered, analysed and reported in respect of platform activity.

## Responsibilities

<p>Online content creation</p>	<ul style="list-style-type: none"> <li>• Create and maintain web pages and content in conjunction with content owners, marketing team and external advisors.</li> <li>• Execution of editorial requirements including ensuring correct spelling and grammar in all content, SEO, content development, distribution, and measurement.</li> <li>• Use analytical understanding, knowledge of customer journey design and ability to use data and user feedback to define and refine content.</li> <li>• Work closely with the content strategist to make sure key content is created, written and published on time.</li> <li>• Work with colleagues to develop new and relevant content and communications tools that attract and engage external audiences across multiple channels and digital platforms, to raise awareness and drive support, especially with new and potential supporter audiences.</li> <li>• Create, implement and share a range of formats, such as infographics, stories, blogs, videos, etc., to enable complex stories to be told in succinct and audience-appropriate ways.</li> </ul>
<p>Content maintenance &amp; analytics</p>	<ul style="list-style-type: none"> <li>• Responsible for the day-to-day development, and ongoing upkeep of the TR website.</li> <li>• Review web content, links and design, and provide necessary updates and enhancements in a timely manner.</li> <li>• App support and app content updates.</li> <li>• Update listings and information on external websites, for our SEO.</li> <li>• Proactively ensure website copy is current and manage the web updating process by guiding and assisting content contributions from staff.</li> <li>• Support colleagues with advice and tools needed to ensure their content areas are up to date and optimized.</li> </ul>

Continued development of online systems	<ul style="list-style-type: none"> <li>• Participate in website phase two project to develop a membership portal and resource centre.</li> <li>• Discuss, analyse, review and resolve usability issues in conjunction with development teams.</li> <li>• Communicate with site visitors and users regarding site updates, anticipated and unanticipated downtime, and resolution of bugs and outages.</li> <li>• Lead website maintenance and development projects, coordinating internal and external stakeholders, to drive forward their delivery.</li> <li>• Work with TR's website provider to develop and evaluate the website architecture and navigation to ensure a high-quality user experience.</li> <li>• Perform other related duties as assigned.</li> </ul>
Process development	<ul style="list-style-type: none"> <li>• Create drafts and documents; implement backup, recovery, and business continuity plans.</li> <li>• Develop editorial governance, so digital content is compliant in line with our brand voice, style and tone to ensure a coordinated approach across the organisation.</li> <li>• Develop and maintain a regular and effective training schedule for content editors.</li> </ul>
User analytics	<ul style="list-style-type: none"> <li>• Conduct customer journey review/analytics.</li> <li>• Identify useful site performance metrics; collect, track, record, compile, analyse, and report site usage data.</li> <li>• Conduct user testing and use analysis to assess usability and effectiveness of site; recommend improvements based on analysis.</li> <li>• Align website journeys with other online and offline activities.</li> <li>• Collection and analysis of data from the website and social media.</li> <li>• Review and monitor the effectiveness of TR's online marketing and communications activity, providing regular reports and analysis on web and digital media usage and trends using Google Analytics and online sources, to support future activity.</li> </ul>
Personal development	<ul style="list-style-type: none"> <li>• Maintain knowledge and expertise in web design and development; participate in professional conferences, workshops and groups.</li> </ul>
Internal communication and strategic planning	<ul style="list-style-type: none"> <li>• Contribute to strategic planning discussions by putting forward ideas to improve our marketing and communications based on up-to-date data.</li> <li>• Report on website KPIs and provide insights and recommendations to inform strategic planning.</li> <li>• Liaise across the organisation and other relevant external parties to seek/share information in relation to specific aspects of TR's communications.</li> </ul>
Corporate responsibility	<ul style="list-style-type: none"> <li>• Maintain a social media profile and presence that is aligned to the TR profile as a credible and professional organisation.</li> <li>• Proactively participation in organisational internal communication activity.</li> <li>• Periodic reporting to support communication to the wider organisation including SMT and board committees.</li> </ul>

	<ul style="list-style-type: none"> <li>• Manage all personal data and information in accordance with the provisions of the TR Data Protection handbook.</li> <li>• Act in accordance with the provisions of the TR Health &amp; Safety policy, always ensuring safety of colleagues, clients, and students.</li> <li>• Act in accordance with the provisions of the TR delegated authority matrix.</li> </ul>
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## Candidate specification

### Required skills/abilities:

- Excellent English language skills, used to proofread and edit content to the JD
- Thorough understanding of website design and administration, experience with content management systems
- Proficient with Microsoft Office Suite, Adobe Creative Suite, and other related software
- Excellent copywriting/editing and proof reading of quality written content, adapted to different audiences and digital channels
- Experienced and confident CMS user, preferably WordPress, including adding plugins, and maintaining accessibility and security of large websites and/or multisite platforms
- Strong analytical and problem-solving skills
- Strong verbal and written communication skills
- Excellent organisational skills and attention to detail
- Ability to use and analyse Google Analytics and Hotjar and make recommendations
- Able to work collaboratively with others, internally and externally
- Experience of working with external providers, such as developers and hosting company
- Project management skills
- Proactive, creative and enthusiastic
- Able to respond positively to constructive feedback and learn new skills
- An active contributor, sharing knowledge and expertise
- Able to demonstrate the ability to prioritise their own work and to deliver on competing deadlines
- Able to work on brief, with minimal supervision
- Ability to deliver a steady, planned workload on time and accurately, but also respond swiftly to ad-hoc opportunities
- Capacity to be flexible and adapt to a fast-paced, changing environment
- Knowledge of markup and programming languages including HTML, XML, Javascript, and CSS Contentful, Joomla YOOtheme (desirable, not essential)
- Some knowledge of best practice within the charity sector generally and particularly changes to communications innovation, legislation and codes of practice

### Education and experience:

- Bachelor's degree in Computer Science, Business, Web Development, or related field (desirable)
- At least two years of related experience highly preferred

### Physical requirements:

- Prolonged periods sitting at a desk and working on a computer