



Job title: Web Manager

Location: Remote working in the UK

Responsible to: Marketing Manager

Salary: up to £35,000 per year based on experience

Contract: Full time, 37 hours a week

Please note, if you do not provide a covering letter your application will not be considered.

Why us?

Speakers for Schools are a dynamic, swift-moving and fast-growing charity. We are on a mission to support a million young people across the UK annually by 2023. Having taken the first steps on the road to achieving this, our team has doubled in size in the past year. This has supported 278% growth in our Experience programme and 10% growth in our Inspiration programme during the past 12 months.

We want to level the playing field, making sure that all young people can access inspirational opportunities and experiences to fuel their ambition.

We are united and unique in our mission to transform lives through raising aspirations of millions of young people every year. Each year, 1,500 senior leaders, celebrities and industry experts deliver a difference to by sharing their story with students in schools and colleges in every corner of the UK. We connect employers such as Disney, The Bank of England, Spotify PwC and almost two hundred others to communities to provide access to the top opportunities for all across the UK. With us, you will be part of inspiring a generation to reach higher, broaden horizons and get equal access to the top.

To keep growing our charity and our impact, we need top talent and we are committed to treasuring, developing and supporting them to thrive within their roles.

Role Summary

Do you want to help raise the profile of a fast-growing, ground-breaking charity? Do you have experience managing multiple websites? Can you effectively communicate to different audiences, creating content that is informative and inspiring for a range of stakeholders?

We are looking for a confident Web Manager to oversee and lead on content development for Speakers for Schools' website portfolio. This role will ensure the management and upkeep of web content, improve workflow, drive conversion rates and customer journeys alongside ongoing SEO optimisation. You will be responsible for ensuring all web content is attractively presented to a high standard and delivers for the target stakeholders.

Key Duties / Responsibilities

- Oversee the full Speakers for Schools suite of websites including linked microsites for annual campaigns based on WordPress and Wix CMS platforms.
- Responsible for uploading content and proposing a content strategy as well as managing the technical aspects of the platforms.
- Governance of all CMS ensuring consistency of quality, accessibility, content and data.
- Communicating with stakeholder within the charity to understand their requirements and translate them into web updates.
- Management of all digital assets (including plug-ins, visuals, links, SSL, etc.) related to website management and system integrations/developments alongside development of brand web materials.
- Tracking the websites' accounts and hosting environments including managing invoices generated from the websites (e.g. plugins, hosting, URLs, SSL, etc.)
- Safeguarding user data generated via the website platforms (e.g. forms, sign-ups, applications, etc.) ensuring the data use follows GDPR guidelines.
- Tracking the T&Cs and policies across the web platforms with the support of the DPO (Data Protection Officer).
- Generate and develop ideas for growth to further improve web traffic and user engagement.
- Work alongside our Copywriter and SEO agency to support SEO site content to maintain search visibility.
- Providing web support to the wider MarComms team and collaborating on ongoing and ad hoc campaigns.
- Regular reporting and maintenance of analytics and tracking features.
- Working alongside the Digital Marketing Executive to install necessary Google Tag Manager and Facebook pixels for 360 social tracking.
- Basic HTML build requirements (e.g. email building).
- Improving the user experience (UX), mobile responsiveness and accessibility of the websites.
- Potential to lead on the redevelopment of the Speakers for Schools website in line with rebranding (TBC).

Key skills and experience:

- Extensive experience publishing, editing and managing content for websites using WordPress & Wix CMS systems.
- A good eye for app and web layout, user experience, plus SEO and copywriting skills.
- Good knowledge of web measurement tools including Google Analytics and Google Tag Manager.
- Knowledge of and appreciation of good user experience and user journeys.
- Understanding of accessibility criteria and application in web design.
- Experienced in supporting innovative and effective marketing campaigns through web technology.
- Basic practical knowledge of HTML/CSS, to allow effective troubleshooting, along with tweaks where possible/necessary.
- Experience with email marketing (such as Mailchimp, Dot Digital, Salesforce, Mail merge, etc.)
- Strong attention to detail and proofreading skills - a good grasp of the written English language is required to flag copy or content errors and facilitate published material in accordance with our brand guidelines.
- Experience with Microsoft Office suite, including Teams, Excel, Word, and PowerPoint.
- Excellent interpersonal and communication skills to ensure all relevant team members are advised of your progress and capacity.
- Strong prioritisation and project management skills.
- The ability to learn quickly to ensure smooth delivery processes whilst maintaining a key eye for detail.
- A reliable team player with a positive, hands-on approach to working.

Benefits offered at Speakers for Schools:

- 25 days annual leave plus bank holidays
- Morning of your birthday off
- Pension scheme
- CharlieHR perks
- Perkbox
- £500 a year training allowance

Diversity at our core

At Speakers for Schools, we are committed to encouraging equality and diversity among our workforce, and eliminating discrimination. Our aim is for our workforce to be truly representative of all sections of society and our customers, and for each employee to feel respected and able to give their best.

We welcome applications from all, including those where employment has been affected by Covid19 and those seeking to change careers. Diversity is at our core, join us.

How to apply:

You must have the right to work in the UK without visa restriction to be considered.

Please apply as soon as possible submitting your CV and a one page covering letter which outlines your specific interest and ability to successfully fill this role, as well as your salary expectations and current notice period.

Appointees are subject to a successful DBS check, as contact with young people is likely.

Please note, if you do not provide a covering letter your application will not be considered.

The Journey to joining Speakers for Schools:

Interviews will be scheduled as applications are received, before the closing date, and will take place over Microsoft Teams. We may appoint before this date depending on applications.

The closing date for this role will be on or before **5pm on Thursday 21st October 2021.**

Please note, if you have not heard from us within two week of the closing date please presume that your application has been unsuccessful.

Our new team member will start ASAP.