

JOB DESCRIPTION
WILLIAM BENDLOWE CHARITY (Reg No. 241285)
OPERATING IN SHALFORD & SURROUNDING AREAS

Position: Website Designer/Social Media/Marketing
Reporting To: Trustees

ROLE PURPOSE

To oversee the Charity's online presence by managing website content, functionality, and user experience to meet the Charity's Objectives.

KEY RESPONSIBILITIES

- **Content Management:** Overseeing the creation, editing, and maintenance of all website content, including text, images, and videos, to ensure it's accurate, up-to-date, and engaging.
- **Website Strategy & Development:** Developing and implementing overall web strategies and online campaigns to support business objectives.
- **Technical Oversight:** Managing the website's technical infrastructure, including the Content Management System (CMS) and hosting, and coordinating with developers for new features or bug fixes.
- **User Experience (UX):** Monitoring and optimizing the user experience, often through user testing and market research, to ensure the site is user-friendly and accessible.
- **Performance Monitoring:** Analysing website performance using web analytics tools to track user behaviour, identify areas for improvement, and inform strategic decisions.
- **SEO & SEM:** Planning and implementing Search Engine Optimization (SEO) and Search Engine Marketing (SEM) strategies to improve visibility and attract organic traffic.
- **Collaboration:** Working closely with internal teams (IT, marketing) and external agencies to deliver new features and maintain a cohesive online presence.
- **Compliance:** Ensuring the website complies with relevant web standards, best practices, and regulatory requirements, such as GDPR and accessibility standards.
- Liaising with Website Assistant to ensure its day-to-day updating

KEY SKILLS

- **Technical Proficiency:** Expertise in Content Management Systems (CMS) and a broad understanding of web design and development.
- **Analytical Skills:** Ability to analyse web analytics and user data to make informed decisions and identify trends.
- **Strategic Thinking:** Developing and executing effective web strategies and online campaigns.
- **Project Management:** Managing projects, budgets, and timelines effectively to ensure timely delivery of features and improvements.
- **Communication:** Collaborating effectively with various stakeholders and clearly communicating technical information.
- **Adaptability:** Staying updated on the latest web trends, technologies, and SEO best practices.

KEY ATTRIBUTES

- Technical proficiency (HTML, CSS, CMS)
- Content and SEO knowledge
- Strong communication and project management skills
- Attention to detail
- Analytical ability
- Adaptability, and organizational skills.

Name: Date: