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# Job Description

**Job title:** Website andDigital Products Officer

**Reference:** SUS3285

**Salary:** Grade F: £24,938 per annum

**Hours:** 37.5 hours per week

**Contract:** Permanent

**Base:** Bristol and Home Working (initially Home Based)

**Job purpose:**

Under the direction of the Website and Digital Products Manager (and in support of the Digital and Brand and Content teams), the role of the Website and Digital Product Officer is to help maintain Sustrans key digital platforms and make sure they meet the needs of internal and external users.

The Website and Digital Products Officer will support the implementation of a digital roadmap by carrying out user research and analysis of analytics data to find areas for development and content updates. They will also edit and publish key bits of content and perform user acceptance testing on website updates.

**Place in Organisational structure:**

The post holder will report to Website and Digital Products Manager

**Key relationships:**

Internal:

 Website and Digital Products Manager

 Brand and Content Manager

 Head of Strategic Communications

Fundraising and Supporter Engagement team

Communications Network

GIS Team

Behaviour Change team

External: Marketing and digital agencies

**Key responsibilities:**

**Digital Products support**

1. To gather requirements from Strategic comms and F&SE team for website platform updates and work with the Web and Digital Products Manager on their implementation
2. To carry out user research to find out the needs of external users
3. To perform analysis of data in Google Analytics to report on website performance and to find areas for improvement
4. To look at the implementation of technical SEO changes to the site
5. To manage Sustrans Google Adwords account, ensuring that Sustrans has the right keywords and is making best use of the budget
6. Train other members of the organisation in digital skills as required.

**Content creation**

1. To identify content gaps and opportunities and create user-focused content from scratch where needed.
2. To edit and publish key website content through the website CMS

**Communication (general)**

1. To raise the profile of Sustrans, by representing the charity at meetings, activities and events, as relevant and required.
2. To support and comply with the charity’s guidance on branding, tone of voice and key messages, positively contributing towards raising Sustrans’ profile.

**Training and personal development**

1. To attend essential Sustrans training as required by the Charity.
2. To ensure own personal development by working to objectives set as part of the Charity’s appraisal process.

**Health & Safety, Safeguarding and Equality, Diversity and Inclusion:**

1. To support and comply with the organisation’s policy for the management of Health and Safety.
2. To support and comply with the organisation’s policies for the management of safeguarding.
3. To support and comply with the organisation’s policy and procedures relating to Equality, Diversity and Inclusion and apply principles of best practice in own role.

**Other**

1. To perform any other duties consistent with the nature and grade of the role as agreed with the line manager.

**Working conditions:**

The post-holder will live close to the nominated office base although there may be opportunities to work from home. Overnight stays away from home will occasionally be necessary. The post-holder must be prepared to walk, cycle or use public transport for the majority of work journeys.

**Special note:**

This job description does not form part of the contract of employment, but indicates how that contract should be performed. The job description may be subject to amendment in the light of experience and in consultation with the jobholder.

Compiled by: Interim Head of Strategic Communications

Date: May 21

**Website &** **Digital Projects Officer (SUS3285)**

**Person specification:**

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| **Criteria** | **Essential** |
| Qualifications, education and training | Good level of educationEvidence of ongoing personal development in relevant field |
| Experience | Good experience of using content management systems to update websites.Good experience of working collaboratively with others on content production. Experience of providing feedback and support for colleagues.Experience of working with digital agencies.Experience of working cross-organisationally with colleagues at all levels and in different locations. |
| Skills and abilities | Excellent communication, stakeholder engagement and interpersonal skills.Good editorial skills with the ability to tailor content for different platforms and different audiences.Ability to work collaboratively as part of a small digital team as well as cross-team working.Ability to plan and effectively prioritise own workloadExcellent level of IT and digital literacy |
| Knowledge | Good working knowledge of digital technologiesGood working knowledge of user researchGood working knowledge of SEO |

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| **Criteria** | **Desirable** |
| Qualification | Chartered Institute of Marketing qualificationsDigital development qualifications  |
| Experience | Significant experience of working in a content management role in the charity sectorExperience of working in a copywriting or editorial roleExperience of using Umbraco CMS |
| Skills and abilities | A good understanding of UX design principles |
| Knowledge | Good understanding of the role of digital technologies at a strategic levelGood understanding of the role that cycling and walking can play in tackling air quality, congestion and health issues.Understanding of the current issues and opportunities in the not-for-profit sector |