Role Profile: Website Coordinator

STUDENTS' GUILD

Job title:	Website Coordinator
Working hours:	35 hours per week (to be worked flexibly)
Salary:	Grade B - £22,431.95 - £25,431.65
Reporting to:	Digital Manager
Direct Reports	Supporting student staff and volunteers

Role Purpose:

To help the Guild succeed in creating and delivering dynamic web-based services to our digitally native student membership. The Website Coordinator will help to drive forward our digital platforms to enable student empowerment, collaboration and radical inclusion across the student body and assist in the execution and delivery of the Guild's Digital strategy.

Key Accountabilities:

- Our web-based services are of a high standard.
- Strong engagement across our website, email and communications channels.
- The digital department achieves its digital ambitions, for example creating a truly accessible website experience.

Key Responsibilities:

Delivery

- Support and deliver email campaigns including liaising with stakeholders, collating and editing email templates and assisting with the utilisation of our email platform.
- Manage Digital Helpdesk Tickets including assisting student users with their utilization of our website platforms.
- Maintain and update content on the Guild's digital properties including the website, membership area and events platform.
- Enable the digital delivery and utilization of the digital platforms working with departments and stakeholders to market their services and opportunities. This includes content managing sections within the website including creating new sections for campaigns and departments
- Collate, analyse and implement digital engagement statistics for departments and other stakeholders to enable positive change and improved outcomes.

Development

- Review our workflows for digital content on a regular basis to recommend and implement improvements and ensure our content is in line with best practice and current trends.
- Providing training and skills development to empower staff in ensuring full utilisation of our digital platforms.
- Continue to grow and develop the website and our other digital channels through maintaining networks and best practice in the sector and maintaining knowledge on website best practice.
- Work with the Digital Manager to ensure that our digital processes are as efficient and effective as possible.

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	Criteria
KNOWLEDGE & EXPERIENCE	• Experience in website management, digital marketing or coordinating digital platforms.
SKILLS & ABILITIES	• Able to demonstrate a pro-active approach to continuous improvement. • Ability to create innovative and new ways of approaching outcome delivery. • Ability to proactively problem solve and develop innovative solutions. • Capable of working collaboratively with others, to achieve shared objectives and outcomes. • A proven track record in working to meet objectives through using initiative. • Able to demonstrate technical skills in HTML/CSS and experience with CMS, email marketing, web applications.
VALUES & BEHAVIOURS	• A demonstrable commitment to our organisation's values. • Comfortable working in a democratic, student-led environment with the ability to empower and build constructive relationships with elected leaders. • Strong commitment to, and understanding of the principles of equality, diversity and inclusion.

How to Apply

Application Timeline

- Closing Date: 8am, 30th August 2022
- Shortlisting: 2nd September 2022
- Interviews: 8th September 2022

You will need to provide an up-to-date copy of your CV, and answer the following questions related to the person specification for the role:

- Tell us why you want to work for the Guild – how do your values align with ours?
- Give an overview of your experience with HTML/CSS and experience with CMS, email marketing, web applications
- Tell us examples of how you have proactively problem solved and developed innovative solutions

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Please note:

- We will contact you to let you know the outcome of your application. This can sometimes take a few days.
- You must be able to provide proof of your right to work in the UK before starting work with us. We are not currently able to sponsor employees requiring a visa.
- Applications received after the above closing date will not be considered.

Meet Your New Manager

Luke Appleton – Digital Manager

If you'd like an informal chat with Luke to find out more about the role, the team and what they're looking for in our new Website Coordinator, you can get in touch at luke.appleton@exeterguild.com They would love to hear from you!

For general queries please email personnel@exeterguild.com