Post: Web Manager
Department: Marketing & Communication
Division: Enterprise

Job Description

Key Responsibilities

- Ownership of RBGE's website, developing and maintaining the site in line with RBGE brand strategy and business objectives, ensuring all content is relevant and current.
- Responsible for the continuous monitoring of website performance, working with internal and external support teams to identify, investigate and implement solutions for any technical issues that arise.
- Develop quality online experiences for digital visitors, optimising online user journeys and working in collaboration with colleagues to ensure a consistency of style and tone
- Oversee usage of the CMS, acting as content approver for all updates and coordinating content production and upload to the website, ensuring that the home page and other areas align with current communication priorities and RBGE values.
- Work alongside internal and external marketing teams and agencies to develop and implement optimal content and performance of online elements of marketing campaigns.
- Support the further development of RBGE's brand in the digital environment, communicating the importance of the organisation's scientific research, conservation, education, events and activities.
- Increase website traffic and digital engagement in line with agreed targets set in the Digital Marketing Strategy.

Specific Objectives or Tasks

- To be the main point of contact across the organisation for any required support specifically relating to the website.
- Facilitate on-going training support, trouble shooting, web editing and content uploading processes.
- Daily checks on all websites to ensure the content is optimised and all links are working.
- Add new content on a regular basis and update or remove out-of-date content in association with content providers.
- Maintain the Umbraco system, such as content and media files, to ensure it is orderly and user-friendly. Oversee permissions, adding new users and removing expired ones.
- Continue to enhance the website and increase engagement by uploading impactful imagery and quality film.
- Maximise profile for news, key events and special exhibitions on the website by priority planning in line with the communications calendar.
- Help to build the language functionality of the website by adding bespoke translations.
- Champion the website across RBGE, encouraging staff to be proactive and innovated through attendance at relevant meetings and involvement in working groups etc.
- Monitor the new website to identify gaps, errors, inconsistencies and other problems, and liaise with content providers to find solutions.
- Act as the initial point of contact for website queries from the public received via the website and forward to relevant colleagues for a response if required.

- Implement SEO activities including keyword research, website audit and meta data optimisation.
- Assist marketing & communication colleagues in the growth of traffic to RBGE's social media networks including Facebook, Twitter and Instagram.
- Support RBGE's objective to strengthening its reputation as one of the world's leading botanic gardens and scientific organisations, through digital channels.
- Report and evaluate website traffic and engagement data in line with agreed targets.
- Other duties as requested by the Head of Department.

Person Specification

Skills/Aptitude	Essential	Desirable
Technical skills for web content upload and editing	*	
Excellent communication and interpersonal skills (e.g. able to work effectively with people)	*	
Excellent prioritisation, organisation and coordination skills	*	
An appreciation of effective editorial practices for the web (e.g. an ability to identify text and graphics that needs improving)	*	

Knowledge	Essential	Desirable
Experience of editing and shaping varied types of text for different audiences	*	
Proof reading/checking experience and training	*	
Expertise in web content uploading and editing	*	
Understanding of website architecture, development and design	*	
Knowledge of working with CMS systems	*	
Previous experience of working with Umbraco (RBGE's content management system)	*	
Experience of SEO and the use of key words to enhance RBGE's website content visibility	*	
Experience of interpreting website analytics for reporting and evaluation purposes	*	
An understanding of the work of RBGE	*	

Professional Qualifications	Essential	Desirable
A relevant degree-level qualification, or equivalent	*	