

Candidate Information

Position:	Website Manager
School/Department:	Global Marketing, Recruitment and Admissions
Reference:	24/111685
Closing Date:	Friday 8 March 2024
Salary:	£37,841 - £45,148 per annum
Anticipated Interview Date:	Wednesday 20 March 2024
Duration:	Permanent - Full Time

JOB PURPOSE:

As Website Manager it will be your responsibility manage and develop the University's core website in support of the Strategy 2030, ensuring that the website delivers optimised user journeys, experiences and content to key audiences.

You will be responsible for managing the website on a day-to-day basis in delivering high quality marketing activities, as well as evolving the system to best meet the strategic priorities of the University.

Based in the Strategic Marketing department, the role holder will work closely with colleagues from Digital and Information Services, Academic Departments and other Professional Services teams to fulfil the duties of the post.

MAJOR DUTIES:

1. Responsibility for development and management of content, structure and performance of the core Queen's website, www.qub.ac.uk
2. Lead on the delivery of strategic and tactical website projects, as well as day-to-day management of the website, ensuring integration with other systems and platforms.
3. Work closely with the Digital Marketing Manager to support the ongoing development and optimisation of the University's website and digital channels and, as a key member of the Digital Operations Group, implement all assigned actions.
4. As a key member of the Digital Marketing team, work closely with designers, developers and content producers to coordinate the ongoing content pipeline and optimisation of website content to support needs and experience of target audiences.
5. Manage the Website Officer and supervise the work of technical specialists within the Information Services directorate.
6. Manage website content and pages, working with wider digital marketing team, editorial contributors from across the University, and Digital and Information Services - ensuring adherence to governance, brand and web design guidelines and to timelines set.
7. Work closely with university faculty teams, in particular the Digital Marketing Officers, to support their management and development of faculty and school websites, offering consultative support and digital expertise.
8. Work with Digital and Information Services on website layout, structure and planning for continuous development and improvement of the website.
9. Provide regular reports on website performance against KPIs to the Digital Marketing Manager, the Head of Strategic Marketing and University committees as required. With support from Digital Marketing Analyst, report on key website analytics to make evidence-based recommendations for website optimisation to achieve strategic outcomes.
10. Act on a consultative basis, in partnership with Digital and Information Services, to the wider university on the approval and development of new websites, in line with approved digital governance policies and processes, to support the University's Strategy 2030.
11. Undertake appropriate staff development to ensure knowledge and experience are developed and updated to meet the requirements of the post. Maintain in-depth knowledge of developments and best practice affecting digital technologies and digital marketing strategies, to inform and bring forward proposals for website developments.

12. Work closely with Market Insight team and Digital Marketing Analyst to ensure an up to date and in-depth understanding of user journeys and key audience behaviours and motivations in order to continuously develop the website to optimise user experience and ease of completing goal realisation.
13. Manage effective collaborations with internal departments and cross-functional teams to support the work of Strategic Marketing.
14. Undertake other duties and responsibilities as required by the Head of Department and Director of Global Marketing, Recruitment and Admissions.

ESSENTIAL CRITERIA:

1. A relevant honours degree plus significant relevant experience in a digital marketing role with demonstrable experience in a website editor or similar role. Candidates without this qualification but demonstrate substantial relevant digital marketing and website experience at appropriate level as outlined below will also be considered.
2. Experience in developing and managing websites.
3. Experience working with CMS, latest digital technologies, and IT teams in the delivery of successful digital strategies.
4. Experience in leading the evolution of a website and its use within a large organisation.
5. Experience of contributing to and implementing digital strategies.
6. Experience of using digital analytics to optimise digital channels behind marketing and/or digital marketing strategy goals.
7. Experience of managing marketing professionals.
8. Excellent analytical and problem-solving ability.
9. Excellent interpersonal and written skills to include report-writing for senior management.
10. Excellent presentation skills.
11. Ability to work independently and exercise initiative as well as play an integral role in cross-functional teams.
12. Highly focused attention to detail.
13. Excellent time management skills with the ability to prioritise workload and meet deadlines.
14. A flexible approach to working hours to meet business needs when required.

DESIRABLE CRITERIA:

1. A degree, postgraduate degree or professional qualification in marketing or digital marketing.
2. Experience of marketing within the Higher Education sector including up-to-date knowledge of market trends, technology developments, and best practice.
3. Experience of managing digital strategies across a large or complex organization.
4. Understanding of web standards including responsive design and WCAG would be an advantage.