

JOB TITLE:

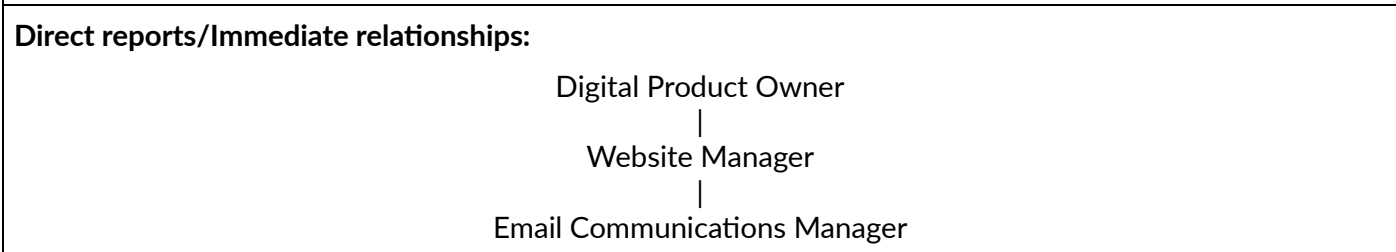
Website Manager

Department	Division	Reports to	Salary	Type of contract
Digital	Finance and Technology	Digital Product Owner	£46,000 per annum	Permanent, full-time

Location:

Person in this role can be based anywhere in the UK but will need to be comfortable travelling to Make-A-Wish Reading hub at least once per month.

Travelling to Reading to fulfil your role duties is not reimbursed, but when you travel to the hub on organisational occasions specified in expensed meetings calendar, you'll reimbursed through payroll.



Core Purpose:

To manage and deliver website and digital marketing infrastructure that supports income generation, brand development and addresses other organisational priorities. Building a culture of continuous improvement through regular analysis of results, ensuring audience and business needs are met.

- Key Responsibilities:**
- Website**
- Work with colleagues to create and publish high quality and engaging, user-focused web content that meets both business objectives and customer needs – and drives engagement and action.
 - Robustly test web content and calls to actions to optimise and drive conversions.
 - Develop and deliver a process for ensuring requirements for the web are appropriately prioritised and delivered with a key eye on functionality and user experience.
 - Brief our external development agency on new features, bugs or improvements that need addressing and delivered in a timely manner.
 - Maximising the relationship with our external agency.
 - Review web infrastructure and, working within the parameters of a web project, manage the delivery of a new website.
 - Manage the technical infrastructure for the website, hosting, and domains to ensure the site performance is optimal.
 - Manage and develop integrations with the website that support areas such as data capture and income processing and enable different teams to deliver their goals and objectives via these tools:
 - Develop and manage payment processing approaches that will deliver smooth transactions for supporters – including payment forms, text to donate, etc.
 - Address areas of payment technology innovation, reviewing options and work on pilot projects to develop new approaches to income generation – for example crypto.

- Build and develop forms and other methods of data capture that optimise customer experience and deliver information into relevant teams across the organisation.
- Ensure all web activity and integrations are fully compliant and account for Make-A-Wish policies and procedures.
- Monitor website performance, user experience, and accessibility, implementing improvements as needed to enhance functionality and usability.
- Ensure compliance with relevant web standards, best practices, and regulatory requirements, such as GDPR and accessibility standards.

Search and Paid Advertising

- Set the SEO strategy for the website to drive key goals and manage tasks associated with developing SEO to ensure content is relevant and conversions are maximised.
- Work with the Income & Engagement Team to ensure content is available and optimised to support SEO and SEM activities that will help drive results.
- Support key stakeholders across the organisation, and our external digital marketing agency, to ensure our paid advertising activity via social and other channels delivers value for fundraising, brand and wider organisational objectives.
- Manage the technical connections with social and digital that ensure evidence of trackability and prove social attribution.

Leadership and Management

- Work closely with colleagues to ensure activities are planned and aligned with wider team goals and objectives.
- Measure and report activity against an agreed set of KPIs around website accessibility and performance, channels, content, and campaigns.
- Play a key role in translating insights into content strategy and developing our approaches to success.
- Support colleagues to develop their understanding and skills around tools, channels and approaches that will drive greater success with fundraising and brand development.
- Manage people and budgets in line with agreed frameworks.
- Stay informed about emerging trends and technologies in web development, digital marketing, and online fundraising to enhance the charity's online presence.
- Work with colleagues across Income & Engagement, Operations and the wider Finance and Technology team to ensure the goals of Make-A-Wish are realised.

As a Make-A-Wish colleague, you will also need to:

- Be led by the needs of the wish child in all we do and make decisions as close to the child as possible and wherever possible by the child.
- Actively support our wishgranting through voluntary activity to support Make-A-Wish. We encourage all colleagues to become Wish Makers.
- Have a practical understanding of the Make-A-Wish values: Be Magical, Be Inclusive and Be Inspiring
- Strengthen relationships between different members of the Make-A-Wish community to ensure everyone works in collaborative and inclusive way.
- Attend organisational meetings, like symposiums and town halls.
- Keep yourself informed about things going on across the organisation by making use of internal communications channels, e.g. Teams, Wish Wisdom (our colleague newsletter).
- Keep yourself informed on the strategy and plans of the organisation in order to be able to fully contribute to them through your role.

- Actively listen to other people, particularly those with views that are different to your own.
- Embed the principles of our Equality, Diversity and Inclusion Charter within your role.
- Be open to collaboration and working across different teams to help the organisation achieve its strategic objectives.
- Be able to work independently in an agile environment, understanding that different people across the organisation have different working patterns.
- Be able to work with your colleagues and other members of Make-A-Wish community as one team, united in a common vision and mission, and support organisational efforts of reaching every child by, for example, answering phones when other teams are busy, supporting activities happening across the organisation, etc.

PERSONAL PROFILE

To be successful in this role you will need:

Website

- Knowledge of Web CMS, administration, and hosting, including domains, etc.
- Experience with building data capture mechanisms.
- Experience using form building tools (e.g. 123 Form Builder).
- Experience with web to lead forms (SalesForce).
- An understanding of HTML/CSS, ideally to apply basic styling to third party tools and undertake small page enhancements.
- Experience with management of third-party agencies.

SEO and SEM

- Experience with optimisation tools (Hotjar, Optimise etc).
- Intermediate GA4
- Experience with Paid Search Marketing – setting strategy, monitoring delivery by 3rd parties, working in accounts and setting up campaigns.
- Experience with Google Ads.

Leadership and Management

- An understanding of agile project delivery approaches.
- Experience with briefing and managing external developers.
- Line management and budget management experience.