

Role Profile



Role	Website Manager	Location	Home-based, UK nationwide however, occasional travel will be required as part of this role (may include team meetings or other work-related meetings).
Accountable for	Digital Officer	Accountable to	Digital Experience Lead
Core Anchor Level	Support	Travel	Occasional
DBS check	N/A	Salary Grade	Salary circa £46,000 per annum (inner London weighting £3,950 per annum or outer London weighting £2,100 per annum may be applied in accordance to where you live) Grade E2
Contract Type	This is a fixed term contract for 12 months from the start date.	Hours	35 hours per week

Overall purpose and impact	
<p>The purpose of this role is to manage and optimise the Stroke Association’s websites, ensuring they meet the needs of our customers and support our strategic objectives.</p> <p>The impact of success in this role is high-quality support for audience and product strategies.</p>	
Responsibilities	Measured through delivery of
Competencies modelled at relevant level.	Annual objectives; 360 feedback
Ensure a consistent and secure user experience across all sites. Work with in-house, agency or third-party design and development teams to embed our brand and digital guidelines, ensuring accessibility standards are met.	Team charter; Directorate charter; Annual objectives
Be responsible for site governance, including compliance with accessibility guidelines, security best practice, user access management and legal/legislative compliance, which includes tracking and data management.	Team charter; Directorate charter; Annual objectives

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Support the Digital Officers to edit and approve submitted website amendments within an SLA.	Team charter; Directorate charter; Annual objectives
Adopt a data-led, customer-focused approach to identify opportunities for improvement that support the organisation's strategic goals. Identify and procure new digital tools and platforms that can help the organisation achieve its objectives more efficiently.	Team charter; Directorate charter; Annual objectives
Work closely with the SEO and Content team to deliver consistent user journeys and improve site rankings.	Team charter; Directorate charter; Annual objectives
Provide guidance and technical support to make the most of existing digital platforms and adopt changes to digital solutions and processes.	Team charter; Directorate charter; Annual objectives
Ensure development work is appropriately briefed to the UX Designer and in-house development team. Create user stories and acceptance criteria, agree priorities, establish user testing requirements, and quality assure the output.	Team charter; Directorate charter; Annual objectives
Manage, secure and optimise the Stroke Association's online shop and microsites. Have full ownership of all website development roadmaps, working with group resource to ensure on time delivery.	Team charter; Directorate charter; Annual objectives
Manage the organisation's analytical and tracking tools, including Google Tag Manager and GA4. Deliver timely, accessible results and reporting. Provide tracking support as required to Digital Marketing colleagues.	Team charter; Directorate charter; Annual objectives
Support the optimal integration of systems, tools and processes with digital platforms, for example, payment providers, CRM and our warehouse system.	Team charter; Directorate charter; Annual objectives
Represent digital in other teams' technology procurement processes in an involved or consulted capacity.	Team charter; Directorate charter; Annual objectives
Be responsible for the line management of your allocated team members, ensuring they receive appropriate performance management, coaching, training and development opportunities.	Team charter; Directorate charter; Annual objectives

Person Specification

- A creative mind with good critical thinking skills, as well as an analytical problem-solver.
- Demonstrable recent experience of managing a website using a content management system.
- Demonstrable recent experience of delivering digital products that are fully compliant and meet best practice, including meeting accessibility standards.
- Experience of working with website developers and producing functional/technical specifications and briefs as required. Experience of managing external contractors and suppliers to deliver work on time and to budget.
- Experience and understanding of online information management, using web architecture and navigation effectively.
- Ability to manage large and complex projects and to deliver against set objectives.
- Proven ability to build, lead and inspire a team working mainly remotely.
- Ability to build strong relationships with key people and stakeholders.
- Excellent communication, presentation and leadership skills, including ability to communicate specialist issues to non-specialists.
- Ability to manage a busy workload and to prioritise tasks to meet deadlines.
- Flexibility to work with and without briefs, on a variety of projects and multi-task effectively.
- Willingness to work flexibly with regards to working patterns where needed.
- To be committed to the principles of equal opportunities and diversity.
- To have an understanding of stroke.