



## JOB DESCRIPTION

Post Title:	Web Officer
Department:	Communications
Responsible to:	Senior Digital Communications Officer
Supervisory responsibility:	N/A
Date of Issue:	December 2021

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### **Main Purpose of Job:**

The role of the Web Officer is to assist the Senior Digital Communications Officer and Senior Web Officer in managing and maintaining The Vegan Society website and other digital projects.

### **Duties and Responsibilities:**

#### **Website**

- Editing, creating, and updating content on our website and for other digital projects (e.g., our VeGuide app).
- Coordinating with colleagues to agree, maintain and develop content on the website, ensuring that it is engaging, up-to-date and correctly branded.
- Work with DotDigital (email software) and PowerAutomate (workflow automation) to develop automated email campaigns and implement additional website functionality. (Training will be provided).
- New website build – reviewing, editing, and migrating content from our existing website to a new website built on the Umbraco CMS.
- Creating new sections of the website when required, such as for a new campaign. This may require the use of HTML and CSS to style pages where a custom layout or look is desired.
- Editing graphics for the website. This could include sourcing, resizing, and cropping images and ensuring images comply with our brand guidelines.
- Liaising with external suppliers to keep our website and digital projects maintained. Testing and reporting of bugs and issues to the Senior Web Officer or directly to suppliers where appropriate.
- The successful candidate will be responsible for some sections of the website that need to be updated throughout the year, including our events and jobs pages.
- Assisting the Senior Digital Communications Officer and Senior Web Officer with maintaining existing digital projects and helping to manage the creation of new ones.
- Helping to manage staff and user accounts on the website and web-based services that we use.

## Reporting and monitoring

- Supporting the Senior Digital Communications Officer with administering our Google Analytics, Google Ads, Google Search Console and Google Tag Manager accounts. (Training will be provided).
- Monitoring the website: this will include security, performance, cookie audits and site link checks. Reporting concerns to the Senior Digital Communications Officer and Senior Web Officer.
- Working with the Senior Digital Communications Officer and other members of the Digital Communications team to report on the performance of our website, apps and social media channels using appropriate analytical tools to establish relevant key performance indicators.
- Work with the Senior Digital Communications Officer to produce analytics reports on the performance of the website and other digital projects such as the VeGuide app, as well as helping to respond to customer feedback and provide support to users.
- Attend bi-weekly web team meetings, to discuss projects, ideas, and task updates.

## Support for staff and users

- Training staff on the use of our websites and digital projects and producing and updating documentation for these. (The successful candidate will receive training on the use of the website and digital projects, from the Senior Digital Communications Officer, before being expected to train others or produce documentation).
- Assisting staff where they require support when using the website or creating content on the website.
- Checking our web@ email address for technical support queries and responding to them or forwarding to the relevant members of staff.
- Checking any reviews associated with our digital projects, such as our apps, and replying to them or flagging them up with relevant members of staff.
- Supporting our Digital Content Officer by implementing tracking code using Google Tag Manager for social media adverts.
- Covering social media moderation as required. (Training will be provided).
- Supervising of volunteers and coordinating them to carry out tasks assigned to them.
- Providing regular updates on volunteer tasks to the Senior Web Officer.

## Other duties

Occasionally, you may be asked to work on events stands at exhibitions which may require you to work away from home in the UK for a few days at a time and possibly at the weekend. This is not frequent, advance notice is given and time off in lieu is provided.

The following duties are ones which all staff are required to perform:

- Observe health and safety procedures and work safely at all times
- Contributing to wider organisational development and communications
- To be responsible for your own continuing self-development, undertaking training as appropriate to the working environment and location, and developments in your role
- Undertake any other duties as required by your manager in order to meet the changing needs and demands of The Vegan Society
- Positively and actively promote The Vegan Society and its values
- Conduct yourself with professionalism, tact and diplomacy at all times as a representative of The Vegan Society

This job description is provided to assist the post holder to know their principal duties. It may be amended in consultation with the holder without change to the level of responsibility or remuneration appropriate to the post. The job description is not exhaustive, and you may be asked to carry out additional tasks which are appropriate to your job role, as required by your line manager.

#### **Data Protection**

During the course of your employment, The Vegan Society is required to tell you about the personal data that we collect about you and what we do with that information, including how we use, store, transfer and secure your personal data. You shall at all times comply with all relevant data protection legislation and all obligations imposed on you under The Vegan Society's data protection policy and privacy notice from time to time in force.

**It is a condition of your employment that, as far as is possible and practicable, you adhere to a vegan diet and lifestyle.**

PERSON SPECIFICATION

ATTRIBUTES	ESSENTIAL <i>These are qualities of the ideal candidate</i>	DESIRABLE <i>This information could be used to differentiate applicants.</i>
<b>Qualifications</b>	GCSE's A - C grade or equivalent in English and Maths.	Educated to degree level or in possession of a relevant qualification.
<b>Skills &amp; Experience</b>	<p>Experience with websites and a CMS (e.g. Umbraco, Drupal, WordPress or Joomla).</p> <p>Ability to create new pages and sections of a website using a CMS.</p> <p>Experience with Google Analytics or equivalent service.</p> <p>Ability to interpret data from services such as Google Analytics into meaningful reports.</p> <p>Experience supporting staff or users of a website.</p> <p>Good writing and numeracy skills.</p>	<p>Experience of working with Umbraco or Drupal specifically.</p> <p>Experience of writing content for websites.</p> <p>Experience with SEO.</p>
<b>Knowledge</b>	<p>Appreciation of the ethos of a charities and businesses in the vegan sector</p> <p>Knowledge of graphics editing software, ideally Photoshop (but alternatives acceptable), to the level where editing tasks to prepare images for the web can be performed.</p> <p>Understanding of how to report technical issues, relating to a website or digital project, in a clear and reproducible way.</p>	<p>Understanding of working in/with NGOs or small charitable organisations</p> <p>Knowledge of animal testing</p> <p>working in/with NGOs or small charitable organisations.</p> <p>An understanding of HTML and CSS, to the level where you could comfortably construct and style web pages.</p>

<b>Personal Qualities &amp; Competencies</b>	<p>Good problem-solving skills; should enjoy problem-solving.</p> <p>Calmness under pressure.</p> <p>Professional, presentable, mature and responsible approach.</p> <p>Confident and friendly manner.</p> <p>Discreet and confidential.</p> <p>Articulate, proactive and outgoing.</p> <p>Efficient, organised, reliable and effective.</p> <p>Approachable and adaptable, team player.</p> <p>Adhere to a vegan lifestyle for duration of employment.</p> <p>Willingness and ability to undertake appropriate training and development as required.</p>	<p>Enthusiasm for learning about web and digital trends.</p> <p>Experience working with volunteers in the public sector.</p>
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