



JOB DESCRIPTION

Job title:	Web Officer
Main purpose of role:	The Web Officer plays a key role in supporting the organisation's digital infrastructure, ensuring that our website and associated digital platforms are engaging, functional, and compliant with brand and accessibility standards. The post-holder will be responsible for maintaining, updating and enhancing The Vegan Society website and assisting in the delivery of digital initiatives that underpin strategic communications and engagement objectives.
Department:	Communications
Reports to:	Senior Digital Communications Officer
Responsible for:	Web Officer
Based:	Hybrid
Salary:	Starting salary: £30,518 – £33,699 depending on experience. Salary reviews apply.
Benefits:	▪ Flexible working hours ▪ Ethical pension scheme (5-7% employer contribution) ▪ Employee assistance programme and health cashback scheme ▪ Death in service benefit ▪ 28 days leave + 8 bank holidays (25 days annual leave & 3 closure days) ▪ Cycle to work scheme ▪ Animal companion compassionate leave ▪ Climate perks policy (up to 6 days additional paid time off when choosing sustainable transportation for foreign holidays)
Contract term:	Permanent
Hours:	37.5 hours per week Out-of-hours working may be required to meet critical business needs.
Date of issue:	November 2025



DUTIES AND RESPONSIBILITIES

Website management

- Develop, edit and maintain website content to ensure accuracy, accessibility, engagement and brand consistency.
- Maintain designated website sections, including maintaining webforms, events and job listings, ensuring they remain up-to-date.
- Liaise with external suppliers for technical maintenance, issue resolution and performance optimisation.
- Assist the Senior Digital Communications Officer in developing new digital projects and managing existing ones.
- Manage user accounts for the website and other web-based tools.

Analytics, reporting and monitoring

- Support the administration of Google Analytics, Simple Analytics, Google Ads, Google Search Console, and Google Tag Manager (training provided).
- Monitor and manage the Google Ads account following training, ensuring compliance and performance optimisation.
- Conduct regular website monitoring, including performance, security, and cookie audits, escalating issues where required.
- Work collaboratively with the Digital Communications team to analyse digital performance across platforms.
- Support the Senior Digital Communications Officer to produce and present reports on website performance to the Head of Communications, identifying key insights and trends.
- Cover social media moderation as required (training provided).

Staff and user support

- Deliver training sessions and create documentation to support staff in using digital tools and managing web content.
- Provide responsive assistance to staff requiring help with website content creation or technical support.
- Manage the web support inbox, addressing technical queries or referring them to the relevant contact.



- Monitor and respond to reviews or feedback associated with digital products, such as apps, in collaboration with relevant teams.
- Assist the Senior Digital Communications Officer with assigning and supporting Web Volunteers with tasks.

General:

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

1. Adhere to The Vegan Society's policies on Equality & Diversity, Health and Safety and Acceptable Use.
2. Always maintain data protection and confidentiality.
3. Observe health and safety procedures and always work safely.
4. Contribute to the overall ethos, work and aims of The Vegan Society and maintain good communication with all stakeholders.
5. Be responsible for your own continuing self-development, undertake training as appropriate to the working environment and location, and developments in your role.
6. Present a positive personal image, contributing to a welcoming environment and treat all users with courtesy and consideration.
7. Undertake any other duties as required by your manager to meet the changing needs and demands of The Vegan Society.
8. Attend organisational meetings as required.
9. Positively and actively promote The Vegan Society and its values.
10. 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

Job Title:	Web Officer	
ATTRIBUTES	ESSENTIAL	DESIRABLE
Qualifications/ Experience:	• Experience managing content within a CMS. • Working knowledge of HTML and CSS. • High attention to detail and adherence to brand and accessibility guidelines. • Strong communication skills and the ability to collaborate across teams. • Excellent organisational and time-management skills.	▪ Experience with Google Ads, Analytics, or similar digital platforms. ▪ Previous experience in a digital communications or marketing role.
Skills/Experience and Abilities:	• Digital expertise: proficiency in managing and optimising digital platforms. • Collaboration: works effectively with internal and external stakeholders to deliver cohesive outputs. • Accountability: delivers consistently to a high standard, managing competing priorities effectively. • Innovation: identifies and implements improvements to enhance user experience and engagement.	▪ Experience with brand guidelines.
Knowledge:	▪ Appreciation of the ethos of charities and businesses in the vegan sector.	▪ Understanding of working in/with NGOs or small charitable organisations. ▪ Knowledge of vegan issues, as well as the distinctive styles of activism and where The Vegan

		Society fits within the community.
Personal Attributes and Qualities:	▪ Calmness under pressure. ▪ Professional, presentable, mature and responsible approach. ▪ Confident and friendly manner. ▪ Discreet and confidential. ▪ Articulate, proactive and outgoing. ▪ Efficient, organised, reliable and effective. ▪ Approachable and adaptable, team player. ▪ Adhere to a vegan lifestyle for duration of employment. ▪ Willingness and ability to undertake appropriate training and development as required.	