Website Editor

Reports to: Digital Marketing Manager

Location: London (Shoreditch)

Hours: Mon-Fri 09.30 – 17.30

Salary: £28k

The Role:

We are looking for a 'website guru' who is experienced and proficient in maximising audience engagement and navigation around content-heavy customer focused websites with an e-commerce remit.

Reporting to the Digital Marketing Manager, you will take responsibility for the day-to-day maintenance, curation and optimisation of website content, deliver continuous website improvement and development projects, and support the team in maximising the potential of D&AD's website.

You will also need to take a proactive approach to ensuring that all sections of the site are kept up-to-date and developed appropriately in our brand and house style.

Job Objectives:

To develop and maintain dandad.org to drive business performance across all the company's lines of business by managing our web site, changes and its on-going development.

Key responsibilities

- Work alongside content, design, digital marketing and project managers to deliver against set KPIs and deadlines.

- Collaborate on web development to achieve our online targets including optimising conversion rates, growing unique page views, lowering bounce and exit rates, improving time on site and generating more contact requests.

- Analyse and identify key areas for automation, testing and optimisation including improvements in the front-end, CMS, processes, and other digital tool deployments.

- Deliver internal training via online live meeting software, one-to-one meetings and/or group workshops.

- Update and maintain user guidelines for dandad.org.

- Develop workflow for routine maintenance and content updates.

- Provide recommendations for on-site improvements.

Skills/experience

- Proven track record of writing and editing for websites, including managing the day to day running of a large website.

- Using image-editing software such as Photoshop and content management systems.

- Experience of delivering digital projects and development work with external agencies.

- Ecommerce, SEO/SEA, UX/UI experience.

- Copywriting skills.

- Good understanding of brand principles, particularly brand identity.

- Ability to work under pressure and to tight deadlines and set budgets.

- Good knowledge and experience of HTML and a working knowledge of CSS.

Additional, preferred skills

- Passionate about the creative industries, particularly agencies and studios within the advertising, design, digital and production worlds

- Experience with multi-lingual websites