Job profile

SENIOR WEBSITE OFFICER
Practical Action

ABOUT US

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We are an international development organisation putting ingenious ideas to work so people in poverty can change their world.

We help people find solutions to some of the world’s toughest problems. Challenges made worse by catastrophic climate change and persistent gender inequality. We work with communities to develop ingenious, lasting and locally owned solutions for agriculture, water and waste management, climate resilience and clean energy. And we share what works with others, so answers that start small can grow big.

We’re a global change-making group, working with communities who are vulnerable to poverty and climate change to support them to change their world. Together we develop innovative, community powered and locally owned solutions that achieve transformative change in lives and livelihoods. And we work with a range of partners, including governments, business and international organisations to ensure improvements are sustained and scaled and to change the systems that keep people poor and vulnerable.

We were founded in 1969 by radical economist EF Schumacher who challenged the development thinking of the time. He believed in solutions suited to context, equipping people with the skills and knowledge to change their situation, economic systems that work for all and living within the planets means. This ethos continues to fuel all our work. Schumacher was the author of ‘Small is Beautiful: A study of economics as if people mattered’. In our work we start ‘small’, ensuring we understand what is already working but we aim big focussing on what will deliver the systems change required.

We have over 50 years of experience working across Africa, Asia and Latin America. Our group consists of a UK registered charity with experienced country teams, an expert consulting service and an independent development publishing company. We combine these specialisms to multiply our impact and help shape a world that works better for everyone.

OUR AIMS

We work across four thematic areas. Much of our most impactful work combines our expertise across issues to solve complex and interconnected problems such as supporting smallholder farmers with renewable energy to increase yields and open up bigger opportunities for the wider economy.

Harnessing energy that transforms for the one billion people without electricity, and the three billion people without clean cooking solutions. We’re bringing together rural communities, displaced people, energy providers and decision makers to put clean energy to work. By 2025, our work with partners will have led to affordable, low-carbon energy access
and cleaner cooking for two million people in ‘last mile’ communities and 18 million people through wider systems change.

**Building resilience that protects** for vulnerable people whose lives and livelihoods are threatened by climate-related and natural hazards. We’re working with people threatened by natural and climate related hazards, reducing vulnerability and minimizing the impact on their lives and livelihoods. By 2025, our work with partners will have enhanced risk knowledge systems so that four million people living in hazard-prone, climate-vulnerable communities are better protected.

**Making cities fit for people** for the millions of people living in urban slums and settlements without proper sanitation, clean water and waste services. Our work with communities is making cities in poorer countries cleaner, healthier, fairer places for people to live and work, with clean water for drinking and sewage safely contained, collected and processed. By 2025, our work with partners will have led to improved water, sanitation and waste management services for one million people living in slum communities and a further 2.4 million people through wider systems change.

**Cultivating farming that works** for smallholder farmers struggling to make a sufficient income and adapt to the negative effects of climate change. We’re teaming up with smallholder farmers, many of whom are women, so they can adapt to climate change and achieve a good standard of living. By 2025, our work with partners will have improved food security and incomes for two million people in rural communities and a further one million people through wider systems change.
ABOUT THE ROLE

Job Purpose:
At Practical Action we believe that to deliver our mission and vision we need to connect and engage more people meaningfully in our cause. We have invested in refreshing our brand as well as building a website, launched in 2019, to attract and engage new audiences and deepen relationships with existing ones. The Senior Website Officer role will be critical in building on this investment to ensure it continues to pay off.

Reporting to the Digital Manager, the post holder will:

- Be responsible for managing our group website, Practicalaction.org, as well as supporting website editors and managers of our sub-sites to provide a consistent website experience and ensure the stability of our website infrastructure.
- Work with agency partners to manage development, optimisation and maintenance work on our website, analytics platforms and other supporting systems (donation platform, domains, core vitals etc).

The Senior Website Officer will be instrumental in ensuring our online user journey is continually improving, engaging our target audiences and leading to increased support from donors and partners.

Content creation and development will support our brand, telling our story of change in a compelling and engaging way. Working closely with all website editors, including those in our international offices, the Senior Website Officer will provide support, training and guidance in best practice.

Journey optimisation will be another key focus. Using data insight and a test and learn approach to continuously improve our user journeys and SEO. This will also include providing a more intuitive and user-friendly donation experience and realising our future ambitions of a full e-commerce experience.

Scope

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<thead>
<tr>
<th>Title</th>
<th>Senior Website Officer</th>
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<tbody>
<tr>
<td>Directorate</td>
<td>Marketing</td>
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<tr>
<td>Reporting to</td>
<td>Digital Manager</td>
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<tr>
<td>Direct reports</td>
<td>None</td>
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<tr>
<td>Groups</td>
<td>Website optimisation group</td>
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<tr>
<td>Relationships</td>
<td>Marketing department, the international communications teams, plus digital representatives from all other departments (both UK and international).</td>
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<tr>
<td>Financial scope</td>
<td>None</td>
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<tr>
<td>Location</td>
<td>Rugby, Warwickshire (office based) agile working possible</td>
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<tr>
<td>Duration</td>
<td>Permanent</td>
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<tr>
<td>Grade</td>
<td>C - range from £29,704 – £35,529 p.a. depending on experience</td>
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<td>Travel</td>
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**Accountabilities:**

**Maintaining, developing and optimising digital channels**

- To lead website maintenance and development projects, coordinating internal and external stakeholders to drive forward their delivery
- To work with the external engagement and brand unit to co-ordinate delivery of engaging content which supports our brand, key campaigns / projects and SEO
- To maintain our Google Analytics and Google Tag Manager implementations, using these and other data sources to monitor website and campaign performance, identify recommendations for test and learn activities and optimise website UX
- To align website journeys with other online and offline activities, working with our insight team and colleagues across Practical Action to ensure user journeys are audience centric, including acting as a champion for accessibility, diversity, equality and inclusion
- To provide first line support for technical issues on our digital platforms, working with stakeholders to identify solutions and/or escalate to our external support team as appropriate
- To continue to develop and deliver activities supporting our digital roadmap

**Digital Strategy and internal capacity building**

- To report on website KPI’s and provide insights and recommendations to inform strategic planning
- To support the growth of digital capabilities across the organisation through delivery of guidance, training and support in relevant digital skills, as well as ongoing coaching and mentoring of staff
- To maintain all relevant policies and processes for quality assurance
- To support colleagues with advice, training and tools needed to ensure their content areas are up to date and optimised
- To promote our website to colleagues, and advise on how it can support their own business objectives
- To Work with country office staff and managers of other websites to bring together our websites’ presence at a global level

**Leadership**

- Manage agency partners to ensure the successful delivery of activity on time and within budget
- Provide expert advice and proactive recommendations to colleagues, providing best practice guidance and promoting a data driven and user focused approach
- Be available out of hours to provide support during major events or incidents
- Any other activities assigned by the Digital Manager
FINANCIAL RESPONSIBILITIES

- To assist in the day-to-day management of the digital budget, processing payments and maintaining accurate records. The Senior Website Officer will ensure we are receiving value for money and quality outputs from our agency partners. Any project or development work requiring budget will be agreed with the Digital Manager, with the Senior Website Officer leading on ensuring the timings and budgets are adhered to.

Team Structure
Person Profile

To be successful in the role, the ideal candidate will be able to demonstrate:

Experience & Knowledge

Proven experience in a similar website management role, with experience of custom websites, third party integrations and e-commerce platforms

Essential

- Experience in delivering web content elements to support multi-channel campaigns, including copywriting and proof-reading ability
- Excellent understanding of website design principles
- Managing agency partners to deliver support, maintenance work and website release update work
- Proven track record of delivering results through user journey optimisation
- Understanding of marketing campaign principles, including measuring and evaluation
- Experienced manager and user of analytics and tracking tools including Google Analytics, Google Tag Manager and Google Data Studio
- Technical knowledge of website content management systems (EG WordPress) and troubleshooting technical issues
- Intermediate understanding of HTML and CSS
- Intermediate understanding of website infrastructure including server and domain management
- Good understanding of digital best practice and latest trends
- Experience of training staff in non-technical roles to understand and use digital channels
- Ability to provide expert advice to a range of stakeholders
- Ability to work as a team-player, building relationships and working with colleagues at varying levels and experience
- A creative and collaborative approach
- Excellent oral, listening and visual communication skills
- Excellent interpersonal skills and ability to communicate complexity in a simple and effective manner
- Effective problem-solving skills, with scrupulous attention to detail and a drive to make continuous improvements

Desirable

- Advanced knowledge of CRO, A/B, user journey and UX design and testing, including identifying insights from data sources
- Understanding of SEO principles and experience in implementing best practice
- Understanding of broader digital marketing principles (including social media, email marketing, paid advertising) and how these interact with your areas of responsibility
- Experience of people management (incl. management of third parties)
- Basic understanding of image editing
- Empathy with Practical Action’s vision, mission and values