

JOB SUMMARY

Post Title	Websites and Optimisation Manager						
Job Family	<i>Business Support</i>	Pay Range	13	Line Manager to others?	Yes /No	Role profile ref	<i>BS13</i>
Service Area	<i>Organisational Intelligence</i>						
Line Manager	<i>Strategic Manager for Organisational Intelligence</i>						
Location	<i>County Hall/Agile Working</i>						

Job Purpose

The purpose of this role is to provide digital expertise and advice to senior leadership, council services and partners on the management, development and delivery of the councils 30 websites. The role is the council's lead on platform, customer journey, content, digital accessibility, statutory compliance and best practice.

This role is key to digital transformation and accessibility, leading on decisions which will affect the way our residents interact with the council and opening the door to a more available, cost effective service, 24/7. Providing digital insights that inform our approach to digital developments and ensuring that decision making is based on solid analytical information.

Taking a partnership approach will provide cohesive solutions to service needs, rationalising platforms and leading an internal team of experts who support service needs.

Job Context (key outputs of team / role to provide some specific examples of role profile accountabilities)

- Provide strategic leadership, supporting senior managers and stakeholders with identification, prioritisation and development of key website(s) developments that will bring significant benefit to the customer and the council in terms of access to services and value for money. Align with leadership in terms of delivering digital transformation which supports the corporate plan objectives.
- Directly support the 20 plus content editors who service council websites, as well as those working on iow.gov.uk. with information, advice and example in best practice, compliance and innovation.
- Compile strategic outline business cases for large scale website business improvements for corporate management team consideration. Prioritise areas which will deliver a return payback/saving. Understand commercial need and implement digital marketing strategies to support service need/growth.
- Lead by working with council wide services such as comms and ICT to build strong relationships with senior managers improving transactional business processes and website digital cultural change by identifying opportunities to streamline, improve and adapt existing and future website connected digital functionality.
- Provide clear and effective leadership to the 'digital experience' team to deliver a rolling programme of transformative change in line with identified business needs, using appropriate project methodology to afford good governance and effective delivery.
- Be the lead digital accessibility specialist for the council, undertaking research, coaching, training and guidance to services and content contributors that maintains compliance with statutory obligations.
- Take lead responsibility for driving forward digital accessibility compliance against statutory duties and ensuring all council websites are accessible to everyone.
- Provide support and leadership to the webteam to enable them to manage the schedules for the day-to-day upkeep of the Council website(s), making sure that it remains fully operational including creating, building, and amending pages as required to meet business need, troubleshooting, and resolving issues and bugs, commissioning technical support where required.

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- Lead the creation and delivery of search engine optimisation (SEO) programmes that will maximise organic ranking opportunities across all sections of the council's websites. Ensuring visitors can find the information they need in search engines. Understanding, interpreting, and implementing SEO recommendations and initiating planned actions for the web team.
- Provide support and leadership to the webteam to enable them to ensure web content is appropriately tagged and has correct metadata for SEO, dynamic content delivery models, and effective data layer set up to increase ease of customer use.
- Embed the use of web analytics data council wide – so all website editor can learn and improve how users interact with the website. As necessary identify, analyse and recommend tools and applications to improve user experience, conversion rates and data capture.
- Take the lead with key teams across the Council to utilise analytics reports to surface trends and themes in the data and offer insight & recommendations to improve conversion through the user journey and usability enhancements.
- Encourage the use of surveys and customer feedback mechanisms to learn how users view the websites, to identify improvements to content and journeys. Take responsibility for the end-to-end AB/MVT test programme, monitoring the performance of all testing, optimising, and refining to work towards goals of improving web KPIs.
- Lead work with suppliers to improve the user journey, based upon evidence and user needs.
- Keeping up to date with industry best practice and participation in local, regional and national forums that broaden knowledge, experience and expertise.

Knowledge, Skills and Experience

Role Profile requirements.	Job specific examples. (if left blank refer to left hand column)	Essential	Desirable
Significant and substantial relevant experience of working in the service area / profession, with evidence of appropriate detailed and specialist knowledge of relevant systems, policies, regulations, professional guidelines and legislation.	<i>Significant relevant experience in strategy, management, and production experience for websites.</i>	E	
	<i>Broad experience of the full marketing mix from awareness to conversion.</i>	E	
	<i>Understands the importance of digital accessibility and is able to demonstrate previous experience.</i>	E	
	<i>Strong knowledge of GDPR, and digital accessibility legislation and how to comply with WCAG and can demonstrate understanding of importance of compliance by previous experience.</i>	E	
	<i>Strong strategic and operational awareness of a multi-channel design and delivery.</i>	E	
	<i>Excellent knowledge and understanding of communications mix and can evidence awareness of multi-channel design and delivery.</i>	E	
	<i>Demonstrable experience of successful working to improve business processes/customer journey leading to improvements through the use of existing and future digital functionality.</i>	E	

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Excellent knowledge of the service area, the authority and the interrelationships with other services and external agencies / partners including influencing factors.	<i>Knowledge of how a council works and the services it offers</i> <i>Demonstrable experience of working in a multi-disciplinary environment in the delivery of complex/significant programmes of work.</i>	E	D
Experience of managing projects, which impact the area of specialism, IWC and wider partner relationships.	<i>Demonstrable experience in delivering major web development projects. Has had responsibility for delivering website projects, with a sizable customer base, end to end.</i>	E	
Excellent interpersonal, persuasion and negotiating skills, in order to influence outcomes critical to the organisation.	<i>Working experience with communications, social media and digital agencies/suppliers.</i> <i>Ability to demonstrate qualities as a leader and team builder who understands business need and works with the organisation to create excellent digital experiences.</i> <i>Used to working in a dynamic environment with differing business needs and with multiple teams.</i> <i>Demonstrates leadership and strong problem solving and critical thinking skills.</i> <i>Ability to influence organisation wide and at all levels</i>	E E E E E	
Excellent analytical skills demonstrating evidence of the ability to identify and evaluate complex problems / issues and develop innovative solutions.	<i>Able to optimise across the whole user journey – from digital acquisition, through to landing pages, customer sign up and purchase. Can evidence previous campaigns and is familiar with optimisation tools</i> <i>Knowledge of digital sites/apps and UX design principles</i> <i>Ability to understand data and turn into actionable insight. Can operate a data led approach to content design and delivery.</i> <i>Expert in Google Analytics and uses data to create better customer experiences.</i> <i>Ability to analyse data from different sources to build a complete picture and</i>	E E E E	

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	<i>enable evidence-based decision making.</i>		
Excellent ICT skills - including use of Microsoft applications and specialist systems which support procedures and record keeping.	<i>Excellent ICT skills with desktop management tools such as Word, Excel and Access and competent in their use for workload, time management, planning and undertaking work activities effectively.</i> <i>Sound experience in the use of analytics tools (including google analytics, silktide SEMrush to inform and develop knowledge to help improve and further develop website effectiveness</i>	E E	
Excellent planning and organisational skills, with proven ability to prioritise and co-ordinate workloads, monitor and evaluate work, to ensure deadlines are achieved.	<i>Able to understand complex business needs and translate them into simple processes and great customer experiences</i> <i>Has strong problem solving and critical thinking skills and experience of business transformation which puts the customer first</i>	E	
Experience of implementing change.			
Manager only Experience of the development, motivation and management of staff. Proven ability to monitor performance and if necessary take corrective action.	<i>Skilled and proactive leader with the ability to influence.</i> <i>Strong interpersonal skills and ability to build collaborative relationships and be a team player</i>	E E	
Qualifications			
Role Profile requirements.	Job specific examples. <i>(if left blank refer to left hand column)</i>	Essential	Desirable
Educated to degree level or equivalent standard/experience in a relevant subject		E	
Relevant professional / vocational qualification.	<i>Marketing professional qualifications (CIM/DDM) preferred</i> <i>Analytics training</i> <i>Project management qualification or equivalent experience</i> <i>Relevant Digital Accessibility qualification</i>		D D D D
Professional registration may be required.			
May require relevant certifications including evidence of fluency in English language.			
Other Requirements			

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Organisation Structure

Strategic Director Corporate
Services

Strategic Manager – Organisational
Intelligence

Websites Optimisation Manager

Line Management of
Digital Content Editor x 2 FTE

Direct link to
websites software development
resource (1 fte)
Commissioned through Digital
Services Lead – 1 x FTE

Support and Training to 20 Service
Based Content Editors
(not line management)