



# AA-GB WEBMASTER

[www.alcoholics-anonymous.org.uk](http://www.alcoholics-anonymous.org.uk)

## WE ARE LOOKING FOR AN EXPERIENCED WEBSITE CONTENT MANAGER TO JOIN OUR GENERAL SERVICE OFFICE TEAM

Salary circa £35-40K depending upon experience

*If you love creating high-quality and engaging website content, we want you in our team!*

As a Website Content Manager, you will be responsible for developing and implementing the overall website content strategy based on our specific goals and objectives as well as maintaining the website on a day-to-day basis.

### **Job duties and responsibilities**

- Adhering to the internal policies and procedures
- Determining our website needs and requirements.
- Liaising with our web developer and hosting provider
- Defining and testing an aesthetic, functional and user-friendly website to ensure a 'fresh' appearance in line with the developed brand guidelines
- Coordinating with the General Services Board/ General Services Office/and other members of the fellowship on design and content ideas.
- Understanding existing GSO systems and proposing improvements to ensure smooth and secure links to the website (e.g Sharepoint)
- 'Translating' requests for additions or changes into functional instructions for web hosting service.
- Auditing the website and associated microsites to ensure security and compliance with GDPR.
- Monitoring and analysing site performance.
- Updating website content and reviewing Search engine optimisation.
- Addressing and responding to user comments, suggestions and complaints.

### **Job requirements and qualifications**

- BA/BSc degree or equivalent working experience
- 5 years of experience in producing content for the web specifically, as well as channel-specific knowledge (blog, Facebook, Twitter, etc.)
- In-depth knowledge of a range of appropriate content management systems.
- Good time-management skills
- Ability to multi-task
- Ability to work with a variety of different teams and individuals.
- Strong interpersonal and communication skills
- Critical-thinker and problem-solver
- Team player

### **Working hours**

You will typically work a 9am to 5pm week. Occasional evening and weekend work will be necessary. Part-time work and job sharing may be possible.

### **Location: York**

You will be based at the General Services Office in York with regular meetings, presentations and training sessions occurring there. However the post is suitable for home working so commuting to the office will be highly flexible.

### **Other Skills**

- highly organised, with the ability to work on multiple projects at once
- experienced with one or more Content Management System.
- strategic, and able to oversee projects and coordinate the work of others
- an excellent writer and editor, with good spelling and grammar and the ability to adapt to house styles
- able to research, collate and summarise information from different sources
- logical and analytical, with an ability to spot patterns, gaps and repetitions in web content
- able to communicate confidently and clearly with a variety of stakeholders
- technically minded, with an understanding of HTML, CSS, JavaScript and other web technologies
- able to quickly develop knowledge about the website's users
- willing to stay up to date with developments in your subject area and in developments in the digital world.

To apply please call: **01904 644 026** or Email: [aainformation@gso.gb.org.uk](mailto:aainformation@gso.gb.org.uk)