
Job Description

Job Purpose Summary

To manage, maintain and develop the website to meet the practice's needs, ensuring content is accurate, engaging and appropriate, and the website functions well at all times.

Overview

As part of the Communications team, the Website Coordinator is responsible for continually maintaining and improving AHMM's website. The website is a key tool for external communications and business development and a primary 'front door' for the practice. It also plays a key role in supporting recruitment.

The role includes a mix of 'fast' and 'slow' tasks and responsibilities. The Website Coordinator is expected to respond promptly – sometimes urgently – to the need for new content to be posted or to resolve issues with existing content or functionality, but they will also be required to take a strategic view of how the website meets the needs of the practice and to proactively drive its development and continuous improvement.

The website is by its nature public-facing and so attention to detail, accuracy and appropriateness are of crucial importance to this role.

Key Responsibilities

Content

- Proactively lead the curation of the website, ensuring all pages, images, texts, links and documents are up to date, with consistent formatting. Curate the content of the site, including articles, news updates and latest events.
- Working with the Communications and PR Manager, schedule and attend regular meetings with project leads to ensure project information is always up to date and accurate, as well as ensuring project milestones are captured and publicised as appropriate.
- Work with the Communications and PR Manager to compile, draft and post website news stories in response to key practice and project events and milestones.
- Attend practice updates, studio reviews and other meetings to stay informed of project and practice matters that may be relevant to the website.
- Ensure written content and project data are accurate and spelling, punctuation and grammar are correct.
- Act quickly to correct identified errors in content or its display.
- Update and maintain staff images and short biographies on the People page.
- Liaise with the HR team to ensure job opportunities are posted on the website in a timely manner and other HR-related information is accurate and up to date. Work with the team to propose how the website can further support recruitment.
- Carry out regular, scheduled audits of website content to ensure currency and accuracy.
- Devise, develop and deliver the annual Review of the Year page and mailout, as well as any other occasional newsletters.

Functionality

- Liaise with the website developer to deal with maintenance, support, and ongoing development of the site.
- 'Troubleshoot' any emerging functionality issues promptly in liaison with the website developer.
- Liaise with the IT and Legal teams regarding compliance with technical and legal (GDPR) requirements.
- Manage the implementation process for any updates or larger projects alongside the website developer. Communicate the process with staff as appropriate, and ensure feedback is taken on board.

Development

- Develop and deliver new ideas for website content, using available analytics to inform it.
- Continually develop pages and build new pages promptly, keeping stakeholders informed of progress and expected timelines.
- Ensure the website evolves in response to the changing needs of the business, working with the Head of Communications to develop strategies for future development.
- Provide regular analytics and progress reports to keep the senior team informed as appropriate.
- Engage with developments and trends in digital communications and website design and content within the industry and elsewhere. Act as the practice 'expert' in this field.
- Share and report on progress with key people or groups in the practice, such as the Employee Ownership Forum.

Skills

The Website Coordinator is required to be:

- Highly organised, with the ability to work on multiple tasks and projects, and to manage one's time and priorities to meet immediate and long term needs
- Strategic, and able to oversee and deliver projects with the input of other busy people
- A competent writer and editor, with close attention to detail and accuracy in text and images
- Able to research, collate and compile information from different sources
- Able to communicate clearly with stakeholders across the practice, and to gather and respond to feedback
- Experienced in using a CMS
- Experienced and confident in using social media
- Aware of technical and legal (GDPR) issues relating to digital communications
- A competent user of Photoshop and other Adobe applications for reformatting of images or other content provided by others.