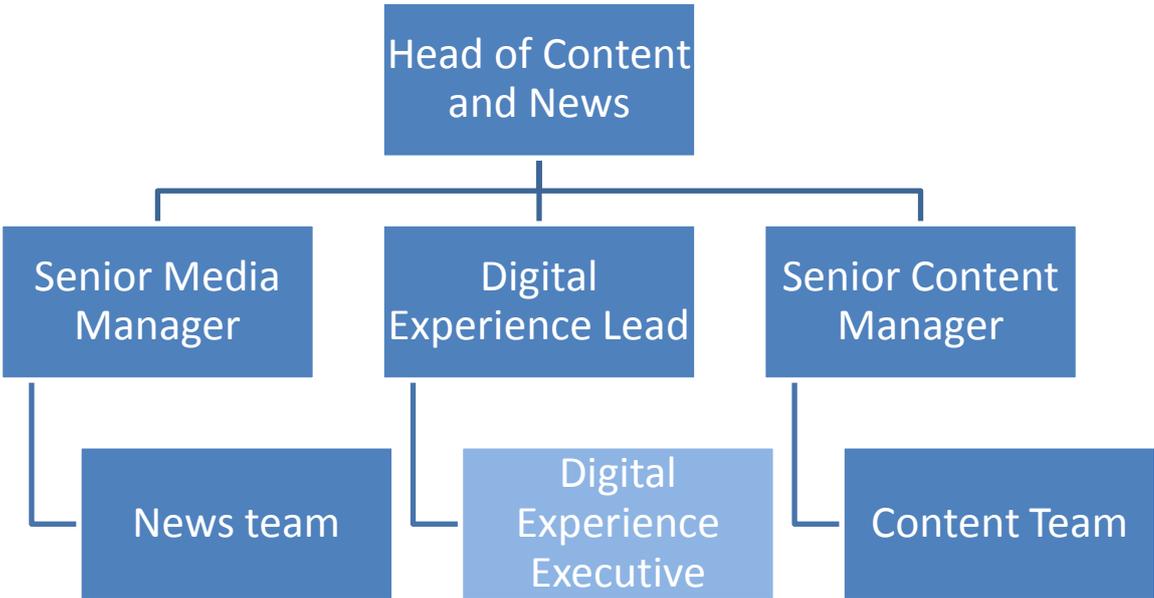


Digital Experience Executive

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|----------------------|----------------------------|
| DIRECTORATE: | Engagement and Fundraising |
| SECTION: | Content and News |
| REPORTING TO: | Digital Experience Lead |
| CONTRACT: | Permanent |



WORKING RELATIONSHIPS:

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| Inside Diabetes UK |
| All teams, directorates and project groups within Diabetes UK |
| Outside Diabetes UK |
| Digital development agencies, freelancers, digital and content production companies, people with diabetes and those affected, creative content agencies, copywriters, editors, photographers, videographers, PR agencies and health-related charities. |

OVERALL PURPOSE OF THE JOB

You will champion on-page and off-page SEO and train colleagues to understand its importance in order to increase the reach of our website, drive conversions and improve user journeys. You will identify online content gaps and improvements, and work with internal teams to deliver these changes. Your passion for writing and editing will drive you to produce high-quality online content including pages on our main website, our blog site and social media posts with support from the Content Manager. You will play a key role in user testing and work with the development agency to project manage these improvements, from prototype to production. You will own our innovative Diabetes and Me section of the website, ensuring its content is relevant for our audience and identify

technical improvements that will benefit people with or at risk of diabetes and those affected.

This is an exciting time for the charity, achieving a revolution in understanding and support is a major strategic priority. The ideas and expertise of this role will result in high-profile content that drives awareness, engagement and conversion through our online and offline channels.

MAIN DUTIES AND RESPONSIBILITIES:

- Champion on-page and off-page SEO across the organisation by ensuring all webpages created are fully optimised to increase the reach of the Diabetes UK website and drive conversions.
- Train colleagues on SEO, produce guides, monitor performance, provide recommendations for improvements and stay up-to-date with algorithm changes and trends to increase traffic and conversions.
- Use SEO, keyword research and analytics to achieve best performance of content, ensuring there are regular review check points put in place.
- Plan, research, project manage, write, produce, sub edit and proof content across a range of outputs. This includes independently writing, editing and uploading online information resources.
- Manage agencies and external providers to deliver content and digital developments. This includes full project management, from brief to delivery, including writing the briefs, reviewing responses, managing internal stakeholders' requirements and approvals ensuring the delivery of content on time and within agreed budgets.
- Work closely with the News team to produce responsive and SEO optimised content that is reactive to live situations and scenarios.
- Support user testing and focus groups implementation by managing the participant recruitment agency, producing stimuli and reporting on results.
- Support the Digital Experience Lead in digital project management of the Diabetes UK website by testing improvements on multiple browsers and devices and reporting on their success.
- Maintain Diabetes and Me ensuring all content is tagged in the correct way to pull through relevant, pages that are what the user is looking for.
- Work to continually improve webpage navigation, performance and readability by using a test and learn approach.

PERSON SPECIFICATION:

The best person for this job will be able to:

- Demonstrate knowledge and experience of working with a content management system (CMS) or any other web authoring package.
- Show copywriting, editing and proofreading skills demonstrating good editorial judgement particularly for the web.
- Optimise content for search and use Google Analytics and other analytic tools.
- Implement industry best-practices, including content delivery standards and usability.
- Project manage multiple projects at once to an excellent standard delivering on-time and on-budget.
- Work as a team as well as independently.
- Show excellent verbal communications skills and the ability to work with and influence staff at all levels in an organisation.
- Keep up-to-date on the latest content, digital and publishing developments.

The best person for this job will have experience in:

- At least two years' relevant work experience in digital project management, user experience and/or content production.
- Project managing projects from concept to delivery.
- Writing, editing and creating content for different audiences.
- Monitoring and evaluating online activity using Google Analytics and SEM rush.
- Working to busy schedules in a fast-paced environment and to tight deadlines.
- Working with website development agencies to produce complex digital platforms.
- Working with open source content management systems.
- Creating social media and digital marketing content.

The best person for this job will be:

- Highly organised with excellent attention to detail.
- Solution focused, self-motivated and adaptable.
- Willing to work flexibly
- Willing to travel to other Diabetes UK offices as necessary.