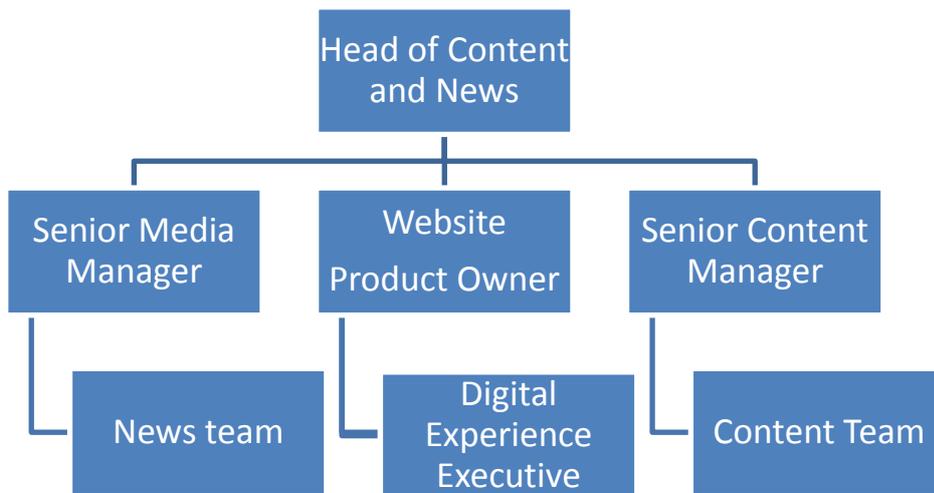


**Digital Experience Executive**

<b>DIRECTORATE:</b>	Engagement and Fundraising
<b>SECTION:</b>	Content and News
<b>REPORTING TO:</b>	Website Product Owner
<b>CONTRACT:</b>	Permanent



**WORKING RELATIONSHIPS:**

<b>Inside Diabetes UK</b>
All teams, directorates and project groups within Diabetes UK
<b>Outside Diabetes UK</b>
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 support on-page and off-page SEO and help 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 support the Website Product Owner in developing our innovative Diabetes and Me section of the website, ensuring its content is relevant for our audience and identify usability improvements that will benefit people with or at risk of diabetes and those affected.

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:**

- Support on-page and off-page SEO across the organisation by ensuring 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. Work closely with our SEO agency to ensure they are supporting this through their deliverables.
- Plan, write, sub edit and proof content across a range of outputs. This includes independently writing, editing and uploading online information resources.
- Work with agencies and external providers to deliver content and digital developments. This includes occasionally writing briefs, reviewing responses, managing internal stakeholders' requirements and approvals ensuring the delivery of content on time and within agreed budgets.
- Work with the News team to produce responsive and SEO optimised content that is reactive to live situations and scenarios, and support a process that enables the most impact. There may be a requirement to produce responsive content out of hours.
- Support user testing and focus groups implementation by managing the participant recruitment agency, helping produce stimuli and report on results.
- Support the Website Product Owner in digital project management of the Diabetes UK website by testing improvements, reporting on their success and liaising with the development agency where work needs to be revisited as a result of the testing.
- Maintain Diabetes and Me ensuring all content is tagged in the correct way to pull through the most relevant pages.
- Work to continually improve webpage navigation, performance and readability by using an iterative 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).
- Show copywriting, editing and proofreading skills demonstrating good editorial judgement particularly for the web.
- Optimise content for search and use Google Analytics and other analytics 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, user experience and/or content production.
- 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 digital solutions.
- working with content management systems.

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.