

## **COLLEGE OF OCCUPATIONAL THERAPISTS Membership and External Affairs**

### **JOB DESCRIPTION**

**Job Title:** Website Communication Officer

**Accountable/responsible to:** Website Manager and Editor

**Purpose of job:** To ensure content is fully optimized for internal and external searches and that appropriate systems are in place for identifying and monitoring appropriate key performance indicators.

This is a new editorial position and the first post holder will shape the role to best support the content development of the site as a key community resource meeting high performance standards.

#### **Key tasks**

1. Define and implement Search Engine Optimization (SEO) strategy and standards as part of the BAOT/COT Web Standards and Web Content Guidelines.
2. Optimize site content for internal searches.
3. Optimize site content for external searches.
4. Monitor key search terms entered on the site's internal search facility and search engines.
5. Advise the Web Manager/Editor of gaps in content revealed by analysis of search terms.
6. Advise and train colleagues how to write for web so as to optimize content for search engines.
7. Be a point of contact for day-to-day queries relating to house style as defined in Web Content Guidelines.
8. Act as a point of contact between the web team and the marketing team to ensure that marketing campaigns and web activity are properly coordinated.

9. Work with the Web Manager/Editor to identify and monitor key performance indicators for the site.
10. Maintain records, which enable long-term performance to be evaluated.
11. Work with the Web Manager/Editor and other colleagues to identify key conversion goals.
12. Monitor and evaluate key conversion goals over time and advise colleagues how to improve conversion rates.
13. Work with the Web Manager/Editor and other colleagues to identify critical user journeys.
14. Monitor and evaluate critical user journeys and advise colleagues how to increase journey completion.
15. Advise on how best to utilize site statistics to ensure the site performs well.
16. Support web contributors' use of the content management system.
17. Maintain a visual sitemap to ensure that there is always an up to date overview of site structure
18. Ensure that the web content is based on user experience over colleagues' preferences.
19. Provide support to discussion forum moderators on how to use the content management system and how best to fulfill their responsibilities.
20. Update sections of the site as requested.
21. Take on responsibility for delivery of specific aspects of future development projects as and when necessary.
22. Attend appropriate meetings and working groups and contribute to the planning of content and campaign development.
23. Respond professionally to all enquiries from members, the public or other colleagues.
24. Attend staff meetings as required.
25. Ensure that all personnel and equal opportunities policies, standing financial instructions and Health and Safety at Work regulations are complied with.

26. Bring to the attention of the Facilities Manager any actual or potential health and safety issues, at the earliest opportunity to allow remedial action to be taken.
27. To carry out any other duties as may reasonably requested in pursuance of the post.

### **Self Development**

28. To attend relevant internal and external courses that assist in enabling the effectiveness of the role.
29. To comply with the annual appraisal programme.
30. To identify appropriate training needs.

All job descriptions will be reviewed periodically in conjunction with the postholder and may be updated at the discretion of the College in accordance with COT/BAOT business requirements.

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### **PERSON SPECIFICATION**

#### **Website Communication Officer**

##### **Essential**

- Educated to degree level
- 2 years experience of working within an editorial role on a website
- Significant experience of focusing on Search Engine Optimization, performance evaluation, and building online communities.
- Knowledge of Web Content Accessibility Guidelines (W3C) and experience of applying them
- Practical experience of using Content Management Systems
- Significant experience of writing for the web
- Proven experience of training colleagues on how to write for the web
- Experience of building strong working relationships to achieve editorial and business objectives
- Excellent command of written English, spelling and grammar with a high standard of accuracy and attention to detail
- Excellent communication skills, able to convey business and editorial issues
- Excellent experience of working within a customer orientated environment
- Experience of implementing new procedures and standards
- Proven ability in organizing and prioritising own workload
- Must be able to work as part of a team and on own initiative
- Ability to work effectively under pressure
- Flexibility, adaptability and willingness to learn

**Desirable**

- Interest in the Health and Social Care Sector
- Experience of working within a membership organization
- Experience of visual packages such as Visio and Omnigraffle