Job Description

Job Title: Website Co-ordinator

Salary: Grade 3: £21,000 – 24,999 (minimum 9 months with possible extension to 12 months)

Reporting to: Website Manager

Job Summary

The Website Co-ordinator supports the Website Manager in the management, development and administration of Scottish Book Trust's websites: scottishbooktrust.com, thestoryis.co.uk and readingchallenge.scot.

The role will play a key part in the introduction of a new website for Scottish Book Trust, co-ordinating elements of the development projects, liaising with internal and external stakeholders, gathering requirements and providing testing and feedback for the new system. In conjunction with the Website Editor, the role also helps to manage and support the existing websites, and to edit and manage content updates.

The Website Co-ordinator is part of the Marketing and Communications team and works in collaboration with all programme teams across the charity.

Key responsibilities

- Under the supervision of the Website Manager, the postholder will gather organisational and user requirements, and draft and develop detailed briefs for the website and other digital developments
- Liaise with contractors on website and digital developments and project management
- Perform acceptance testing for developments, providing detailed feedback to external providers
- Manage content audits and work with the Website Editor to plan content strategies for new website
- SEO of website content and structure, including effective transfer of content from existing site to new platform
- Create user guides and technical documentation for SBT staff
- Provide day-to-day support for staff, troubleshooting user issues, referring more complex items to the external support provider as appropriate
- Provide administrative and project management support to the Website Manager.
- Proof, edit, refine and publish content, including blogs, ensuring accuracy and appropriateness
- Develop status reports to monitor project progress

Knowledge, Skills & Experience

- Experience in, and understanding of, website design and development

- Experience of requirements gathering in digital projects, of active involvement in website discovery phases and of developing technical briefs for suppliers
- Experience of acceptance testing and offering feedback on website development
- Experience of communication with external stakeholders and suppliers
- Demonstrable experience of managing and editing content for websites
- Experience of creating status reports for management, identifying risks and issues
- Strong analytical and creative problem-solving skills
- High level of accuracy and attention to detail
- Excellent communication skills
- Experience of working on website redevelopment projects
- Experience of working in a marketing, communications and/or charity environment (desirable)
- Knowledge and experience of using Photoshop (or similar picture editing software)
- An understanding of the work of Scottish Book Trust and the wider arts/educational charity sector

Person Specification
- Must be able to work independently and use own initiative
- Highly organised with the ability to plan and manage changing priorities and drive through completion of tasks to agreed timelines
- Approachable with a commitment to delivering superior customer service support to internal and external users
- Skilled at developing and maintaining effective relationships with internal and external stakeholders
- Work well within a small team to deliver shared priorities and goals
- Ability to collaborate with diverse organisational teams to manage competing priorities and staff expectations
- Personal resilience and enthusiasm for achieving the charity's objectives

The post is based at Scottish Book Trust's offices in Edinburgh.

Appointment will be conditional on securing basic clearance from Disclosure Scotland