



CLARION
HOUSING GROUP

Role profile for the position of

Web and Content Editor



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Job title: Web and Content Editor

Reports to: Digital Marketing Manager

Responsible for: Digital Marketing Assistant

Main purpose of the role

This role is to oversee the Group website including content, UX and user journeys, and to support with content creation and user journeys for the Housing Association website. Working closely with Digital, External Comms, IT, HR and Data Protection in order to achieve the overall website objectives.

To drive more traffic to the websites through search engine optimisation and pay per click along with analytics Identify content requirements through working with teams across the business to deliver interesting, engaging, relevant and current content.

Advise teams across Clarion to effectively promote and share information to constantly improve the customer experience.

Key Accountabilities

The Content Editor will have an excellent understanding of Sitecore, and other content management systems and technology infrastructures, as well as excellent copywriting and content creation skills. You will have a detailed understanding of Search Engine Optimisation and Pay Per Click with an analytical mind and meticulous attention to detail. With good content creation and writing skills, you will be able to advise and support teams across Clarion to effectively promote and share information and will be comfortable troubleshooting the website and constantly improving the User Experience (UX).

Specific accountabilities include:

- Plan, implement, manage, monitor and upgrade Clarion's Group website.
- Create appropriate web content for other channels, in partnership with teams across Clarion and aligned with the organisation's strategy, and eliminate redundant and/or duplicate information.
- Respond to and troubleshoot all website issues, including security breaches and compliance and update HTML, CSS and JavaScript regularly.
- Improve the User Experience of the website regularly.
- Manage the Digital Marketing Assistant and support with the management of IG channel
- Set, track and monitor campaign goals through Google Tag Manager, G4 analytics and Sprout Social, managing and delivering regular reports and dashboards.
- Keep up-to-date with industry best practices and monitor competitor websites.



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Experience and pre-qualification criteria

Essential

- Proven experience as a web and content editor.
- Expert knowledge of Sitecore Content Management System and HTML.
- Excellent content creation and writing skills.
- Knowledge of CRM tools, Google AdWords, and online analytics.
- Great understanding of Search Engine Optimization (SEO) and Paid Per Click (PPC).
- Experience of working with social media
- Ability to troubleshoot website issues in a fast-paced environment.
- Strong attention to detail with an analytical mind and outstanding problem-solving skills.
- Fantastic time management skills with the ability to multi-task
- Line management experience.
- Experience in working with many stakeholders and managing content sharing forums across the business

Desirable

- Bachelor's degree in computer science, IT, systems engineering, or related qualification.
- Knowledge of CSS design, cross-browser and cross-platform compatibility, firewalls (functionality and maintenance), Access, mySQL and JavaScript.