

PLAN INTERNATIONAL UK JOB PROFILE

Job Title	Web Officer
Department	Public Engagement
Unit (if appropriate)	Digital Team / Communications Unit
Grade	4
Salary	Circa £33,000 per annum
Contract type	Permanent, full time (34.5 hours per week)
Reporting to	Senior Digital Content Editor
Responsible for	N/A

Overview of Department

The Public Engagement Department has five specialist Units: Communications; Individual Giving; Business Improvement and Innovation; Major Partnerships and Girls Rights & Youth Advocacy. It aims to create a shift in public opinion on international children's development rights and issues by mobilising the income, resources and forces needed to support Plan International UK's work. Its role is to:

- Ambitiously raise profile and awareness of Plan's work among target UK audiences, inspiring their support
- Raise funds by engaging, securing and maintaining support from UK households and companies and other major partners
- Leverage Plan's programme work through effective advocacy and campaigns

The Communications Unit comprises teams covering media, digital, events, brand and marketing. The aim of the Communications Unit is to:

- Maximise awareness of Plan's work and vision, ensuring we are recognised as a trusted go to organisation on child and girls' rights
- Mobilise public, media, VIP and corporate engagement with our work
- Support and enhance Plan's influencing capacity

Our expertise helps Plan present who we are and what we do in a professional and consistent way. We are directly responsible for Plan's strategic communications, brand management including awareness-raising events, digital communications content/management and press and media management.

Job Purpose

The Web Officer is responsible for the technical functioning of Plan UK's website and for creating web content. This includes working with the Senior Digital Content Editor on the delivery of the devolved content approach, supporting authors, and optimising the site in line with agreed schedules and targets, as detailed in Plan International UK's business strategies and overall business plan.

The website's objective is to be a successful, cost-effective, conversion-led Plan presence, targeted at our online audiences. To achieve this, the Web Officer will continuously aim to optimise the website; providing development support, including content and UX optimisation and SEO implementation.

The Web Officer works across the organisation, understanding and prioritising needs, whilst adhering to the business priorities and website's key objectives. The Web Officer reports on the website's performance regularly against set KPIS, detailed in the business and website specific strategies.

Key Duties	Key Activities
Web content development	<ul style="list-style-type: none"> • Implement Plan International UK's website strategy • Support the Senior Digital Content Editor on deploying the devolved content approach, supporting authors; including training on the CMS, content review and editing and section development • Source, write and upload content (visual and copy) for the website • Resize/adapt assets to optimise website performance • Administer, manage and implement a range of online activities and projects in line with agreed schedules and targets, as detailed in Plan International UK's business plan and strengthen a successful cost-effective web presence for Plan • Ensure Plan International UK's website meets the needs of all parts of the organisation, including sponsors, donors and campaigners • Analyse data and stats to devise and develop content to engage our followers and supporters • Work with the Senior Digital Marketing Officer to implement supporter online recruitment campaigns through appropriate analysis, design, testing and implementation
Web development and optimisation	<ul style="list-style-type: none"> • Be responsible for developing new and refine existing functionalities of the website, working together with external suppliers • Responsible for ongoing monitoring of the performance of the website. • Provide development support on new website projects • Proactively propose improvements to the site to further supporters' engagement • Liaise with external agencies and lead on the optimisation of our site for Search Engines, Analytics, and Multi-variance testing • Responsible for keeping the digital channels updated with relevant and appropriate tracking solutions to further enhance supporters' engagement • Develop advanced knowledge of Plan International UK's Content Management System in order to develop engaging digital assets and interactive elements • Support the content and UX work required to develop and maintain the website • Keep up to date and develop skills in line with latest developments in digital technology and communications • Ensure the website is technically structured for SEO, work with the Senior Digital Content Editor using their SEO strategy and SEO agency • Work closely with the IT team on all technical requirements for the smooth functioning of the website
User services	<ul style="list-style-type: none"> • Maintain good working relationship with our hosting company to ensure we optimise our infrastructure and make the most of our suppliers • Support other Communications staff by sharing information, and

	<p>achieving key tasks and contributing to an effective and successful team work environment.</p> <ul style="list-style-type: none"> To ensure that all activities undertaken on behalf of Plan International UK, externally or internally, are executed in accordance with the overall aims of the organisation and in line with Plan's policies and procedures
Training	<ul style="list-style-type: none"> Support the training of Plan staff on various tool such as Google Analytics and SDL/Alterian CMS Provide best practice guidance to authors and digital content producers for the website

Stakeholder and Customer Service	<ul style="list-style-type: none"> To provide quality customer service to all our respective audiences and comply with Plan International UK's quality management protocols
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Awareness and Representation	<ul style="list-style-type: none"> Commitment to Plan's position on promoting girls' rights and gender equality; and integrating this into all aspects of work.
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Key Deliverables	<ul style="list-style-type: none"> Create and curate high quality web content (visual and copy), targeted, audience led, on brand and in line with business objectives Improve traffic to the website and key digital channels Improve site functionality and user journey/ experience for improved engagement and conversion Enhance the Child Sponsorship supporters' experience and recruitment
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Level of Child Protection Responsibility	Standard - Commitment to uphold to Child Protection guidelines at all time.
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Level of Budgetary Responsibility	Limited - Post has delegated responsibility of budgetary control
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Key working contacts	<ul style="list-style-type: none"> Digital Strategy and Development Manager Senior Digital Content Editor Senior Digital Marketing Officer Social Media Officer Digital Content Officer Brand Manager Press & Media Manager Media Officers Head of Communication Corporate Communications Advisor Individual Giving Unit – acquisition & retention and development
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This is not intended to be an exhaustive list. Your job description may be subject to change.

Date Created	October 2016
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PLAN INTERNATIONAL UK PERSON SPECIFICATION

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Department	Digital Team / Communications
Unit (if appropriate)	Public Engagement

PERSONAL COMPETENCIES	
Competency Title	The successful candidate will be able to....
Communicating with others	Communicate effectively with the ability to adapt styles to meet the needs of different audiences both tactfully and diplomatically
Team working and interpersonal skills	Work enthusiastically as part of a team and form effective and constructive working relationships across the whole organisation and wider network within sector
Managing Resources	Use resources in a cost effective manner
Drives Continuous Improvement	Ensure work is of a high standard with strict attention to detail
Customer Services	Offer a friendly and professional service to all employees across the organisation and all external customers
Managing Yourself	Work accurately and efficiently to deadlines and targets managing a wide and varied workload, using strong organisational skills, with minimal supervision
Delivering and Meeting Business Plan	Working with the wider digital team to meet all demands of the business plan

RELEVANT EXPERIENCE
The successful candidate will have experience of
Writing web content for high profile organisations
Sourcing and editing photography, videos and other images for web use
Designing and building website elements in Drupal CMS
Web optimization and search engine keywords optimization

SPECIFIC SKILLS AND KNOWLEDGE	
The successful candidate will have the ability to....	The successful candidate will have knowledge of....
Edit complex technical documents/write about complex issues for a wide range of audiences on the web	Basic image and video editing tools as required to add visuals assets to the website
Edit copy for use on websites, copy write and proof read	Content Management Systems (particularly Drupal), including email communication systems ideally including Alterian, Engaging Networks, and Google Analytics
Manage projects & budgets to achieve optimal cost-effectiveness, including producing reports	Web languages (HTML, CSS, and ideally some PHP and Javascript)
Research relevant content for the web	Extracting data from Google Analytics and making this an actionable insight
Relate to people from a variety of diverse cultural backgrounds	Technology behind effective web communications
Demonstrate an awareness of child protection issues	Best practice UX optimisation and SEO implementation

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