

Job description – Website Manager (PB4) p/t 3.5 days pw

Location – Bristol

Working pattern - blended - travel to our Bristol office a minimum twice per month, on a Tuesday.

Other notes: This is a part-time role for 25.9 hours per week, which will normally be worked from Monday to Friday each week. However, the nature of the work includes requirement for some rostered working to cover work on some weekends, public and privilege holidays and evenings (with the exception of Christmas Day).

Job summary

Forestry England's website is at the heart of our business - providing a quality user journey for our audiences, from mountain bikers and runners, to families, donors, volunteers and timber buyers.

The purpose of this role is to ensure the Forestry England website is maintained and developed so it aligns with Forestry England's wider strategy. Namely that the website supports driving visits to the nation's forests, increases awareness of our work and interest in Forestry England's products and services.

Key responsibilities & accountabilities

- To work closely with the web developer and snr digital manager to manage the continual development of the Forestry England website, and ensure that it is fit for purpose, and meets the needs of the business, our customers and stakeholders.
- To work closely with the website officer and internal staff to manage the continual development and ongoing quality of the content hosted on the Forestry England website.
- To provide user experience expertise and data to best inform both content and technical developments.
- To work with all departments to identify content and development opportunities and requirements. Using this insight, work collaboratively to create briefs for the web developer or external agency to implement.
- To manage, with the website developer, the website's backlog, ensuring that changes add value and enhance the user experience, referring to the senior digital manager for strategic guidance.

- To deliver the website elements of the digital strategy, referring to the senior digital manager for strategic guidance.
- To evaluate and report on website usage and trends to improve business performance, using GA4 and Hotjar.
- Lead training for web publishers, providing advice, support and training, and interpretation of requirements.
- Create regular communication updates about the progress and impact of the Forestry England website.
- Line management of website content officer
- Manage any administration associated with the above.

Skills, knowledge & experience

Essential

- Substantial experience of delivering digital projects to support business objectives, using Drupal.
- Significant experience of creating website content projects, paying attention to navigation and the user experience, using Drupal.
- A strong understanding of UX principles and expertise in web content creation, usability, architecture, development and design.
- Demonstrable experience of using analytics packages, such as Google Analytics and Hotjar, and of making data-driven decisions.
- Experience in managing stakeholders, gathering requirements and creating development briefs.
- Experience of working with a development team (in-house and external) to deliver specific developments.
- Line management experience.

Desirable

- Knowledge of new and emerging technologies and how they contribute to the communications mix.
- Experience in product management and of using JIRA or other project management tools.
- Demonstrable experience of carrying out significant user testing.

Qualifications

Essential

- Relevant degree or professional qualification in UX research and/or product management