

JOB DESCRIPTION	
SUMMARY INFORMATION	
Job Title:	SEO and Content Strategist
Department:	External Relations
Contract Type:	Fixed Term
Job Purpose:	To ensure the functionality and efficiency of the web infrastructure and act as the technical SEO lead
Job Band:	D3
Reports to:	Head of Digital
Direct Reports:	None
Other Key Contacts:	<ul style="list-style-type: none"> • Director of External Relations • Marketing and Communications Teams across the CWGC • Digital Team • CWGF Team
Financial Responsibilities:	None
Location:	May be office based in Maidenhead or can adopt a flexible hybrid option of part home/part office working
Working hours:	37 hours per week There may be occasions where you will be required to work additional hours. Time off in lieu may be granted for any approved additional hours worked
Travel: <i>(when travel restrictions are lifted)</i>	Must be willing to travel within the UK and overseas, sometimes at short notice. Valid passport, full UK car driving licence and ability to drive in Europe required
Right to work:	Must have the right to work in the UK

COMMISSION BACKGROUND

The Commonwealth War Graves Commission honours and cares for the men and women of the Commonwealth forces who died in the First and Second World Wars, ensuring they will never be forgotten. Funded by six Member Governments, our work began with building, and now maintaining, cemeteries at 23,000 locations all over the world. Today, over a century after we first began, our work continues through our staff, supporters and volunteers who preserve our unique cultural, horticultural and architectural heritage and ensure that the stories of those who died are told.

KEY RESPONSIBILITIES and ACCOUNTABILITIES OF THE ROLE

General

- Coordinate with developers, content providers, and management to add new site functionality and updates to existing pages and apps
- Implement and ensure website security and data protection
- Monitor and analyse site performance e.g. traffic and conversions
- Play a key role in the delivery of a new casualty database
- Oversee and lead the implementation of the Search Engine Optimisation (SEO) strategy
- Optimise all websites to increase search rankings and organic visits
- Develop, implement and deliver sustainable SEO campaigns to meet business targets including increased/sustained rankings and traffic volume targets
- Use SOE tools to spot trends and issues as well as presenting opportunities found
- Teach others within the Organisation of SEO best practices

Job Functional Knowledge

- Demonstrable years of professional web infrastructure experience
- SEO Strategy experience
- Project management, planning and organisational skills with ability to manage multiple priorities
- Defines standards and specifications that others will work to

Business Expertise

- Proven ability to identify opportunities and deliver effective strategies to generate results
- A strong technical background
- Good commercial awareness and comprehensive understanding of how the CWGC's digital apps help the Organisation achieve its strategic objectives

Leadership

- Ability to inspire and guide colleagues and lead by example
- Provides on the job training and support to colleagues and new team members

Problem Solving

- Resolving and finding solutions to complex problems
- Ability to think quickly and find solutions to issues that arise

Nature of Impact

- Responsible for enhancing the ranking of the Organisation's websites – the shop windows for the CWGC
- Influences decisions through advice and by facilitating services relating to all digital apps

Area of Impact

- This role has an impact across the whole Organisation



Interpersonal Skills

- Communicates both internally and externally at all levels. Needs to be able to form good relationships across the Commission

PERSON SPECIFICATION

Education and Knowledge

Essential

- Educated to degree level or equivalent professional qualification

Experience

Essential

- A demonstrable track record in a similar role
- Strong understanding of SEO principles across different devices including user experience
- Understanding of webmaster tools

Desirable

- Hands on Umbraco CMS experience
- Experience of working in the Not-For-Profit sector

Skills and Abilities

- Ability to build and maintain positive relationships utilising exceptional communication, collaboration, and problem-solving skills
- Ability to manage multiple deadlines
- High attention to detail
- Strong networking skills
- A good eye for design and layout
- Strong project management skills
- Committed to continuous professional development
- An alignment and adherence to the Commission's Values: RESPECT, EXCELLENCE, TEAMWORK, COMMUNICATION, PROFESSIONALISM and COMMITMENT
- Health and Safety responsibility for self and others

Your key duties are set out within this job description. From time to time, you may be required to perform such other reasonable duties that fall outside your job title or key job duties, should this be necessary to meet the needs of the Commission.

Signatures

Name of Job Holder:

Signature:

Date:

Name of Line Manager:

Signature:

Date: