

Web Manager – Wild Thang

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Company: Jobspaddy

Location: United Kingdom

Category: computer-and-mathematical

Responsibilities will include:

Lead the creation of the site content and features to continually improve the website user experience and support Wild Thang's goals and strategies

Work closely with our third-party developer managing the website content, direct data feeds, including writing new content, creating new pages and functionality

At the moment our third-party developer implements and maintain, plugins, bespoke code solutions, edit and audit existing content and remove outdated content, we would like the right candidate to continue driving this forward with our third party developer and gain a level of understanding and independence in actioning these tasks

Stay up to date with the latest web design and development trends and technologies

Identify ways to improve website UX, identifying and fulfilling opportunities for website improvement based on user feedback and performance metrics/analytics

Identify and troubleshoot website technical issues, work with third party developer to ensure update website coding is in place and perform software updates as needed

Monitor, asses and report on website performance. Monitor site analytics and develop monitoring dashboards for performance tracking. Work closely with internal teams to advise on web analytics data use and strategy and content development

Increase traffic and engagement to the website. Apply SEO and SEM best practice and strategies

Develop scripts and code centred on digital attribution, user tracking and tag management.

Assist with social media campaigns and other marketing efforts. Manage pay per click

and search engine optimizations

Understand website integrations with CRM platforms.

Ensure domain registration and hosting is correct

Monitor website security breaches and respond to them as needed

Complete tests to ensure website efficiency and quality

Evaluate competitor' websites and follow industry best practices

Management of product data in excel form and working with sales software and development team to import data into sales platform and connect to the website

The development of an EU & US website working with our third party development team

Qualifications & Experience

2-3 years of experience in web design and development with proven experience successfully managing and updating websites

Strong working knowledge and experience with content management systems

Demonstrated experience with web design and UX

Proficiency with HTML, CSS, Javascript, and backend revisions and improvements

Working knowledge of web analytics tools (eg google analytics and our CRM platform Spotler)

In-depth understanding and applications of SEO (Search Engine Optimization) / SEM (Search Engine Marketing)

Knowledge of current trends in web development and cross browser / mobile compatibility issues and workarounds

Experience converting business requirements to technical solutions

Strong attention to detail, excellent verbal skills, self-starter

Bachelor degree in web design, web development or related is a plus

Understanding of Amazon store, listing, web sales/management is a plus

Excellent organisation skills and the ability to drive projects forward through to completion working between your internal teams, third party web developer and Wild Thang clients.

A good understanding of adwords and other connected social media content

Ability to increase web traffic and linked data monitoring and managing and reporting on performance

Opportunity

Wild Thang have relied heavily on third party developers and the direction from the Managing Director, Marketing Director and Sales Director to move the digital side of our business

forward, due to growth and demand the time has come to appoint a creative and proactive Web Manager. The opportunity is there for you to become part of the Senior Team at Wild Thang and to take our digital advancements to the next level.

In terms of the business ethos and culture, we value our employees and focus on positive team working to achieve the best results. We're dynamic and a forward thinking company who understand that standing still is not an option and continuous improvement is the only way forward. The steps we have been taking are exciting for the whole team...

As a business we are always looking for ways we can improve and grow, very recently we opened our US office after the succession of our Ireland based office.

We have just been recognised in the local area for two prestigious awards, the international business of the year and sustainable business of the year. This is something we hugely proud of and it's an incredible honour to receive both awards as it's a testament to our 27-year journey.

Sustainability is becoming a bigger and bigger topic in the promotional industry but also the rest of the world. Here at WT HQ, we have recently had installed solar panels across the roof of the premises, meaning we are now producing clean energy for ourselves but also putting some of this back into the local grid. Alongside the installation we are focused on being carbon neutral by 2030 and have a pledge in place to ensure as a business we keep pushing forward to be as sustainable as possible.

Permanent full time position

Standard working hours 8-5 Mon-Thursdays 8.30-4 Fridays

20 days holidays per year + bank holidays

Company shut down over Christmas period

Salary negotiable for the right candidate and experience

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