

Job title:	Web Executive
Reports to:	Head of Brand
Responsible for:	No direct reports

We are **SSAT, the Schools, Students and Teachers network**.

We exist to help improve outcomes for all young people. As a membership organisation of schools and academies across the UK and internationally, we work with leaders, teachers and students to drive school improvement and innovation, and celebrate their successes. We believe in a **truly school-led system**, with schools working in partnership across and beyond the education sector.

At SSAT's heart are our **membership networks**, bringing together school leaders, teachers and students. We have been working with schools for over 30 years, and continue to offer **insight and understanding** into teaching, learning and system leadership. Our **professional development and school improvement programmes** help leaders and teachers to further outcomes for all young people, and develop leadership at all levels across the system.

We are SSAT and we provide fresh ideas for ambitious schools.

To work at SSAT you should be committed to:

- working together to achieve the organisation's objectives
- contributing to and following SSAT processes and systems to put our customers first.

Role

The Web Executive will have responsibility for the content management and development of the SSAT website. Working closely with colleagues across the organisation they will also audit the existing site and its assets to provide a user-focused journey for our customers, and analyse and report on the site's performance.

Responsibilities

- to update and develop the SSAT website using Wordpress, html coding and plug-ins to create a customer-focused experience
- to work collaboratively with colleagues and stakeholders to deliver SSAT's online strategy, building strong working relationships and supporting the continual development and improvement of business processes
- to adopt an analytic approach to SSAT's web presence: refining purpose and undertaking research to identify, suggest and test ideas to enhance user experience (design, layout, writing style)
- to ensure that online activity is designed and continually refined to deliver the best possible customer experience, and is informed by website analysis, research and industry best practice
- ensure web content is regularly updated and improved and always keeping to deadlines specified
- to deliver insights from website optimisation and analysis software, and the Microsoft Dynamics social listening platform, into the cycle of content production and commissioning

- to create, and keep current, guidance for colleagues on writing for the web
- to ensure that online content strategy and planned web development work are aligned and risks to business minimised
- manage competing priorities and ensure that all deadlines are met.

About you

- proven experience of website management
- experience using Wordpress, plug-ins and html coding
- knowledge of Google Analytics and experience producing analysis reports
- experience of creating user-focused journeys
- able to prioritise tasks effectively, work on initiative and meet deadlines
- have an analytical and highly organised way of working
- solid understanding of Microsoft Office
- good levels of written and numeracy skills and excellent communication skills appropriate to a wide range of audiences.
- experience of running PPC advertising campaigns through Google Adwords and Bing Ads would be beneficial
- knowledge of the Adobe Creative Suite would be beneficial.

This job description is not exhaustive and you may be required to undertake other tasks as required.

SSAT is an equal opportunities employer.

Last updated: October 2018