
Westminster Abbey



Web and Insights Manager

Job description and person specification



westminster-abbey.org

Job description

JOB TITLE: Web and Insights Manager

DEPARTMENT: Communications and Digital

POST REPORTS TO: Head of Communications and Digital

JOB SUMMARY: This is a new role in the Abbey's Communication and Digital Department. You will have oversight and day to day management of the Westminster Abbey website including: overseeing development work from agencies and contractors, monitoring hosting and maintenance, creating the roadmap and ensuring content is regularly updated to an excellent standard working alongside digital content colleagues from across the Abbey.

In addition, you will provide technical input and development support for the Abbey's new SharePoint intranet and email management tool (Mailchimp).

The role holder will also monitor analytics, produce insights and share recommendations for the Abbey's website, email tool and intranet platform.

BACKGROUND: This key role supports and helps lead on elements of the Digital Abbey programme, which aims to build a global audience to share more of our royal occasions, worshipping life, history and heritage across the website, streaming activities, social media channels and other digital platforms. Lots of exciting progress has already been made and we have ambitious plans for the years ahead.

This position is based in the Communications & Digital Department, which is responsible for external communications, internal communications and all digital activities.

MAIN DUTIES AND RESPONSIBILITIES:

Abbey website and intranet (AbbeyNet) management

- Manage and update the Abbey's website and be an ambassador for its use across the organisation.
- Oversee the process to regularly audit website and intranet content, ensuring each section has an owner and pages are frequently refreshed.
- Lead on management of the Abbey's website readiness in response to state occasions.
- Manage the website and intranet agencies, monitor the budget, oversee the development roadmap and deliver against the Communications & Digital department's strategic objectives.
- Oversee and support departmental website users and provide training, as needed.
- Ensure the style guide, corporate branding and tone of voice are applied consistently across website content by all website editors, agencies and others involved in the website.

- Work with the Digital Content Managers to create dynamic and engaging website content. Suggest ways to improve pages year-on-year.
- Liaise with IT and relevant preferred suppliers on hosting, security, development and regulatory changes.
- Co-lead the development and ongoing maintenance of the new intranet with the Internal Communications Manager, working collaboratively with the IT Department, who will provide technical oversight, and relevant external organisations.
- Identify opportunities across Communications & Digital to share the output of the department in new and engaging ways. This includes video, social media, audio and other content, as well as publications like the Abbey Review and Annual Report.
- Liaise with the Ecommerce Manager, who oversees the online shop.

CRM and email management

- Explore and consider how Communications & Digital make best use of the Abbey's Dynamics CRM, working closely with colleagues in IT.
- Co-lead the management of our email distribution platform, Mailchimp, with the Digital Content Manager (History, Heritage and Young People).

Analytics, insights and other key areas

- Implement heatmapping and analytics software across the website and intranet, providing insights on how the channels could be improved.
- Use analytics and insights to highlight future opportunities to develop content and functionality.
- Write regular reports and feed back to the Comms and Digital team, governance groups and senior members of staff.
- Ensure accessibility and good design/UX is a primary consideration for the Abbey's digital channels.
- Liaise with the IT Department on relevant projects requiring technical collaboration.
- Monitor and react to developments in digital and web technology.
- A key member of the Communications, Digital and Marketing programme group.
- Undertake any other task appropriate to this job function as directed by the Head of Communications and Digital.

Person specification

This section outlines the knowledge, skills and abilities the job holder needs in order to fulfil the requirements of the post.

Qualification/Training

- Educated to at least 'A' Level standard
- Demonstrable experience or qualifications in product management of websites

Knowledge/Skills

- An understanding of, and experience utilising, different website project management tools
- Managing digital agencies and third-party contractors
- An understanding of the Google suite, including Analytics and Tag Manager, and use of other tools to identify opportunities for site improvement
- An understanding of analytics for social channels, including X, Facebook, Instagram, and LinkedIn
- Knowledge of how to implement good accessibility and design into digital products
- Understanding of agile methodologies
- Excellent communication skills, with an excellent command of written English; the ability to write compelling copy for web, e-mail, and social media
- Understanding of Mailchimp
- Experience of SharePoint or other industry standard intranet platforms
- A keen eye for detail and excellent administrative skills

Experience

- Managing digital agencies and third-party contractors
- Using the Google suite, including Analytics and Tag Manager, to identify opportunities for site improvement
- Managing analytics for social channels (X, Facebook, Instagram, LinkedIn) and other third-party metric tools
- SharePoint or other industry standard intranet platforms
- MailChimp or other email marketing platforms.

Attributes

- Work on own initiative and prioritise workload to successfully meet deadlines
- Work in a busy and fast-paced environment including out of hours when required
- Ensure good cross-departmental collaboration across all areas of your work
- Work well in a team
- Convey complex or technical information in a simple and concise manner
- Develop good relations and influence people quickly
- A sympathy with the mission of the Abbey and its role as a Christian church.

Desirable

- Awareness of Microsoft Dynamics
- Experience of MailChimp or other email marketing platforms
- An understanding of SEO and optimising for natural search and digital paid advertising
- An understanding of relevant email marketing legislation including GDPR.

This job profile will be kept under review and may be amended by the Dean & Chapter from time to time. Any proposed changes will be discussed with the post holder.

Westminster Abbey is committed to the safeguarding of children, young people and adults at risk. To prevent them from harm, we undertake appropriate checks (including the relevant level of criminal record check) on staff and volunteers and require them to complete relevant safeguarding training. This post requires an enhanced level criminal record check.