

Job Title: Marketing Website Developer
Location: Aspire House (Eastleigh)
Working Hours: Full-Time, 37 hours per week
Working Pattern: Hybrid (Office, Mon/Weds; Home, Tues/Thurs/Fri)
Salary: £40,000 - £47,500 per annum

Vocational Training Charitable Trust (VTCT) is the UK's market-leading specialist vocational and technical Awarding Organisation (AO) and End-Point Assessment Organisation (EPAO) for hair, beauty, aesthetics and complementary therapies as well as a number of qualifications in sports therapy, fitness, and learning and development. Our qualifications are delivered under three brands: VTCT, iTEC and Skillsfirst, covering over 2,500 centres worldwide with over 120,000 learners and apprentices every year.

We are always looking out for exceptional talent to join us; so if you are passionate about education and want to work in a vibrant environment with people who believe in our mission to advance education for the public benefit, please apply and support our charitable objective; the advancement of education in the UK and internationally.

The Website Marketing Manager is an opportunity to join a dynamic team as they build a website for each of our brands following UX analysis. We're looking for someone with key skills and a proven track-record of with lead generation and search engine optimisation who wants to make their mark on these brands.

Our core values can be found on our website: https://www.vtct.org.uk/wp-content/uploads/2022/05/Strategy-2021_v0.25-FINAL-1.pdf

Benefits (*Please enquire if you would like more information about these before you apply*):

- 26 days annual leave, rising to 27 after 2 years. With an extra day for your birthday
- Life assurance 4* salary
- Flexible working arrangements
- Enhanced sick pay benefits and enhanced pension contributions
- Retail discount offers
- Cycle to work scheme
- Employee assistance programme
- Wellbeing initiatives and support
- A vibrant array of social opportunities
- Free parking, free tea and coffee and free fruit!
- Healthcare services worth up to £1,400 and access to 24/7 GP services
- Regular massages for office staff
- Wide array of training and development opportunities.

Principal Responsibilities include *(Full job description is available upon request):*

- Design, develop and deliver a wide range of website content and user journeys, analysing touch points with the organisation, identifying different types of interactions and maximising opportunities.
- Lead on the implementation of our new website design and development, implementing new navigation across three different sites.
- Develop and implement testing strategies for all aspects of content design to ensure that stakeholders can find what they want easily, and that content is dynamic and engaging.
- Ensure all content design and production embodies good practice in web and mobile writing, SEO, editorial style and digital accessibility to ensure the best user experience for website users
- Checking web pages to ensure the content adheres to standards of accuracy (including CMA compliance), editorial style, and consistency across the site
- Work with ICT to exploit any technical developments to their maximum benefit for VTCT's digital estate.
- Support the tracking and measurement of web site usage to maintain content relevance, including the development of KPIs, Google tracking and improved analytics.
- Implement the schedule of new web pages and sections in line with the communications objectives.
- Implement a programme of regular audits of sections of the website to ensure appropriateness, relevance, accuracy and timeliness of the content.
- Understand the needs of different audience types and plan content that meets their needs.

Essential Criteria *(as part of our commitment to support people with disabilities, anyone with a registered disability who meets this criteria will be offered an interview. Please make us aware if this applies to you):*

- Five years' experience in designing and implementing new websites with a track record of success
- Experience in planning and managing digital marketing budgets to achieve maximum value.
- CIM or IPA Foundation Certificate qualified or equivalent
- Proven track-record of writing optimised lead generation and SEO copy, with a commitment to quality and a keen eye for detail
- A team player who is able to work effectively by themselves, but who enjoys contact with many colleagues
- Experience of Google Analytics, Google Webmaster Tools and Tag Manager or other analytics suites
- Experience of developing dynamic websites using complex PHP/MySQL code and data structures
- Solid knowledge of HTML /CSS/ Wordpress
- Experience of digital production and content management using Drupal or other enterprise-wide content management platform

Desirable Criteria:

- Google certified.
- Experience of AB split testing and other multivariate digital protocols.
- Knowledge of Adobe creative suite
- Experience of Agile development methodologies

Please submit your CV and a covering letter (optional) to recruitment@vtct.org.uk to start the application process. Once you have applied will we get in touch after the advertising has closed let you know if you have been shortlisted for interview. If you are not contacted after this time you should assume you were not successful this time; we cannot give feedback on this due to the volume of applications.

Application closing date: 12th September 2022

Interviews for this role are ongoing throughout the application timeframe and beyond

We reserve the right to close this advertisement early if we receive a high volume of suitable applications.

The group of VTCT companies includes: the charity VTCT through which main Board business and governance is transacted; Skillfirst; and EMS Ltd, t/a ITEC, a wholly owned trading subsidiary of VTCT.