



**Job Description & Specification – Bloomsbury International**

<b>Job title:</b>	Web Coordinator
<b>Job Purpose:</b>	The role of a Web Coordinator includes maintaining the company's websites and keeping them up-to-date with new and attractive content, as well as increasing its online marketing presence. This role requires a high standard of communication with our school staff including the Sales Team.

Specification – Criteria	Essential	Desirable
- Proven strong administration experience	Yes	
- Basic knowledge of HTML/CSS and design practice	Yes	
- Highly effective communicative skills	Yes	
- Excellent IT skills (MS-Office, Adobe Photoshop)	Yes	
- Excellent ability to organise and manage own work productively	Yes	
- Excellent administrative and record keeping skills	Yes	
- Excellent ability to work in a demanding environment	Yes	
- Proven ability to multitask	Yes	
- Degree		Yes
- Good knowledge and experience of CMS (Joomla and Wordpress)		Yes
- Experience of Adobe Illustrator and Adobe Dreamweaver		Yes
- Experience of social media marketing strategy		Yes
- Experience of SEO and SEM		Yes

**Job Description – Key areas of responsibility**

- Updating and maintaining the company's websites
- Liaising with the Sales Team to 1) update the current content and to 2) prepare new content for the company's websites
- Creating and implementing social media marketing plans
- Creating and implementing plans to improve the company's websites
- Liaising with external developers for technical troubleshooting

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the on-going needs of the organization.