

**Job Description & Specification – Bloomsbury International**

<b>Job title:</b>	Web Coordinator
<b>Job Purpose:</b>	<p>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.</p> <p>Good knowledge and experience of online marketing is essential for this role, as well as technical understanding of CMS and experience of implementing analytical tools. This role requires a high standard of communication with our school staff including the Sales Team.</p>

<b>Specification – Criteria</b>	<b>Essential</b>	<b>Desirable</b>
- Good knowledge of HTML5, CSS, PHP, jQuery and Javascript	Yes	
- Good knowledge and experience of CMS (Joomla and Wordpress)	Yes	
- Basic knowledge of design practice and familiarity of Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver, XD)	Yes	
- Excellent command of the English language	Yes	
- Excellent IT skills (MS-Office)	Yes	
- Experience of social media marketing strategy	Yes	
- Excellent knowledge and experience of Google Search Console and ability to trouble shoot	Yes	
- Experience of SEO and SEM	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 and to multitask	Yes	
- Proven ability to engage and communicate productively in an international environment	Yes	
- Experience of implementing Google Tag Manager and analysing the report of Google Analytics		Yes
- Experience of advertising with Google AdWords as well as social media		Yes
- Experience of leading a renewal project of websites, including drawing up detailed web specifications and preparing wireframes, managing schedule and coordinating with internal/external designers and developers		Yes
- Ability to proofread and edit		Yes
- A degree or qualifications relevant to subject area		Yes

**Job Description – Key areas of responsibility**

- Updating and maintaining the company's websites
- Monitoring and reporting on website traffic, as well as analysing the report, proposing plans for improvement, implementing the plans and reviewing the effects.
- 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.