

help serve the transformation of human consciousness

WEBSITE CONTENT MANAGER

full time residential or non-residential position

Are you inspired to provide a smooth website experience for the world to engage with the Findhorn Foundation?

KEY RESPONSIBILITIES

- Create consistent web page information across all programme pages
- Develop cross-linking and page relationships
- Proactively ensure page information is accurate and current
- Monitor user experience and flow to inform changes in user interface
- Create visually appealing web pages that features user-friendly design and clear navigation

RESPONSIBILITIES

- **PROGRAMME** - update workshop and event pages, including homepage meta sliders and boxes
- **BLOG** - put new posts up when edited text is received
- **MAINTAIN** - presenter, monthly theme, outreach + RP pages, ongoing daily maintenance
- **ANALYTICS** - provide monthly web reports, using Google analytics and MSIS, creating and monitoring tracking URLs for use with campaigns and similar
- **LAYOUT** - working in collaboration with Comms team on images and layout, maintaining continuity of themes, streamline navigation
- **SEO** - to maximise traffic to website, up to date awareness of marketing techniques

SKILLS

- Completed Experience Week & LCG
- 1 year minimum time commitment
- Embody the spiritual principles and commit to the aims of the FF & Common Ground
- Experience with HTML, CSS, website maintenance, UX and UI, Wordpress (and content management systems in general), Photoshop
- General experience with marketing, design and communications
- Excellent written communication skills, especially related to web copy
- Entrepreneurial, proactive, team-oriented mindset

CV and cover letter to comms.focaliser@findhorn.org • Closing date **22 March 2019**

