

Job Description and Person Specification

Job title:	Website Project Lead
Hours of work:	Full time (37.5 hours per week)
Duration:	12 months fixed term
Salary:	Up to £30,887 (depending on experience)
Holidays:	36 days, including public holidays
Location:	Hybrid working (WFH and/or office based in Edinburgh or Glasgow)
Reports to:	Senior Communications Manager
Closing Date:	5pm Monday 18 July 2022

About Waverley Care

At Waverley Care, we take a positive approach to HIV, Hepatitis C and Sexual Health. We work closely with communities, starting conversations about these issues, encouraging people to access testing and empowering them to make choices that improve their health and wellbeing.

Everything we do is guided by the experiences of the people we work with. By sharing these experiences, along with information people can trust, we want to challenge the stigma associated with HIV, hepatitis C and sexual health, and address the broader inequalities that our communities face.

Our vision is for a Scotland where no-one faces HIV or hepatitis C alone. Where it is simple to find out your status and access the support you need. Where stigma no longer exists, and open conversations about HIV, hepatitis C and sexual health are the norm. We will achieve this through our prevention, support and influencing work.

Waverley Care is at an important moment in our history as we work to get to zero HIV transmissions by 2030 – there is much work to be done, but as an organisation we are driven to create lasting change for everyone in Scotland living with, or at risk of HIV.

You can find out more about the work we do at our websites:

- www.waverleycare.org
- www.s-x.scot
- www.wavehighland.com

About the post

Waverley Care is on a digital transformation journey, and we are looking for a Website Project Lead to join us as we embark on the most ambitious part of the trip – the development of a new website and the integration of new digital services.

We want to make sure we are reaching everyone in Scotland who needs us, and to do that we need to be clearer on who we are and what we offer – to make it easier for anyone who needs us to find us, from those living with HIV to those communities at greater at risk.

To help deliver on the priorities in our new strategic plan, we have been developing a new communications strategy for the organisation, which includes merging the Waverley Care and SX (one of our sub-brands) websites. The vision for the development of our digital services via the website includes the creation of quality, trustworthy advice and support information in a variety of media, alongside the ability to self-refer for more intense support, and access to video appointments.

Over a twelve-month period, the successful candidate will play a pivotal role in the success of the project.

In tandem with the website project, we are also running a rebrand project, and we are aiming to launch both in spring 2023.

About the person

We are looking for an extremely organised individual with project management experience to take the lead on this project. They should have a strong understanding of what a first-class user experience looks like and be comfortable with managing creative and web development agencies/freelancers. They should also be a confident communicator, with demonstrable experience of managing internal stakeholders and championing positive change.

Responsibilities and duties

The post holder will have responsibility for delivering the website development project.

Key responsibilities

- Oversee and support new website design and delivery process.
- Development of the website project plan, timeline and KPIs.
- Managing creative and web development agencies/freelancers.
- Integration of digital services into the website – incl. sourcing compatible platforms.
- Proactively communicating progress of the project internally.
- Ensuring the project is on track and on budget.
- Working closely with the Communications Officer and Digital communications Officer on content creation.
- Ensuring that the website content aligns with the organisation's strategy.
- Plan, develop and implement SEO strategy.
- Ensuring full compliance on the website with all laws and regulations.
- Conduct training sessions with the team on the CMS.
- User experience testing.
- As required, use expertise to support with other elements of the digital transformation of Waverley Care.
- Adherence to all the charity's policies, procedures and working practices.

Person Specification – Website Project Lead

Skills and Experience	Essential	Desirable
Experience of leading on a new website development project		X
Experience of being part of a team responsible for the delivery of a new website	X	
Experience of project management in a professional setting	X	
Experience of developing project plans		X
Experience of working with website developers/agencies	X	
Experience using WordPress or similar CMS tool	X	
An understanding of how websites are built	X	
An understanding of SEO best practice	X	
Experience of analysing Google Analytics reports to help support decision making	X	
Working knowledge of HTML and CSS	X	
Excellent written and verbal communication skills	X	
Ability to work to tight deadlines while paying attention to detail	X	
Intermediate design skills using Adobe software or cloud-based platforms e.g. Canva	X	
Experience of managing a budget		X
Experience of drafting reports for senior staff		X