

Job description	Webmaster
Reporting to	Marketing Manager
Location	Based at FareShare in London
Term/Hours	Full time (35 hours)
Salary	£29,000 - £33,000

Main purpose of this role

This role will enable FareShare's website to be as useful as possible to all of our audiences who seek to engage with FareShare via the website www.fareshare.org.uk. From donors, to volunteers, to food partners, and charities who receive the food - there are many audiences that FareShare seek to serve with relevant information and the ability to interact with FareShare in a simple way. We are seeking an experienced (5+ years) webmaster who has a desire to use their expertise reduce the 250,000 tonnes of perfectly good surplus food wasted in the UK and redistribute it to charities that cook meals for their beneficiaries. This role will support this outcome by ensuring the website is fit for purpose, uptime is maximised, customer journeys are as smooth and simple as possible, that content is easy to access, and that the brand values are upheld.

About FareShare

FareShare is the UK's largest food redistribution charity, fighting food poverty by tackling food waste. FareShare sources food that is surplus to requirements from retailers and manufacturers and engages many volunteers to help redistribute this to local charities and community groups that provide meals to vulnerable people including families and individuals who are homeless, unemployed, socially isolated or recovering from addiction.

FareShare operates 21 Regional Centres (depots) across the UK and supports over 9,600 local charities and community groups. In the last twelve months, the FareShare network redistributed 16,992 tonnes of food nationwide, helping to create 36.7 million meals and feed 772,000 people each week.

The Marketing & Communications Team

The role is part of a growing marketing and communications team that oversees and delivers on a wide range of marketing, communications and PR activities, including developing and promoting FareShare's brand values and delivering effective support to teams across FareShare and a network of 21 Regional Centres.

Having been mainly an organisation which focused upon its Business to Business relationships within the food industry, FareShare is now expanding its communications strategy to promote its operations and impact to consumer audiences, and to increase its visibility to new audiences for volunteering and fundraising.

As a result, there are new projects, new approaches and new systems being developed to enable FareShare's growth and overall expansion. The website is a key part of this system.

Key focus of this role

This role is vital in strengthening FareShare's ability to acquire and retain our most valuable audiences including donors, volunteers, charities and food partners. The successful candidate will make an active contribution to the website strategy and enable the Marketing team to have confidence in the capability of the website functionality to suggest further ways that it can support FareShare's objectives. S/he will need to manage the relationship with the web hosting agency and be able to manage a Wordpress built site.

We are looking for an energetic, enthusiastic individual who feels passionate about food poverty and food waste in the UK. Ideally, s/he will come with experience or knowledge of effective website management in the B2B space, but it will be useful to have B2C appreciation too. S/he will need to demonstrate a can-do attitude and combine that with an effective demonstration of the experience and skills outlined below. This is a great opportunity for someone to make a real difference in an important area of growing political and social interest.

Key Responsibilities

1. To manage and maintain a healthy website

- Develop an intimate knowledge of the FareShare website design, build and code that has been used in Wordpress
- Manage the maintenance of the website to optimise uptime, including effective liaison with the website hosting agency and the internal systems team
- Have an effective communication style with the marketing team to allow for projects to be delivered on time and of a high production quality
- Enable a system that allows all of the marketing team to produce and post content in a way that fits with brand values

2. To continuously improve FareShare's prospect and customer experience

- Create a strategy with the Marketing Manager that demonstrates the possibilities that the website affords to improve the customer journey for donors, volunteers, food partners and charities seeking food.
- Identify and share studies of best customer experience practice within the web industry
- Map the web journeys for key audiences to understand what the steps are that people/companies need to take to engage with us, highlight barriers to acquisition and retention and demonstrate where prospects are dropping out and in what volumes.
- Work with the Marketing Manager to deliver the best web experience possible to prospects and customers.
- To optimise the website for search and communicate top search terms within the website to the team

3. To analyse and report on key website metrics

- Manage FareShare's Google Analytics and Tag Manager account
- Maintain the monthly reporting of website stats to show the marketing team how the website is performing and provide analysis on how campaigns have delivered
- Advise on and recommend tools that enable deeper insight into the way the website is used by prospects and customers and help the marketing manager to create the business case for purchasing these tools

4. General Marketing support

- Aid the Design and Content assistant where required with simple design tasks for email/gif/digital/social.
- Help the Brand and Engagement Officer where required with the design and improvement of our newsletter

Person specification

Experience

- Demonstrable experience working as a webmaster in Wordpress in a business environment
- Demonstrable experience of managing a website that is a key business tool
- Demonstrable experience of working on improving online customer journeys
- Demonstrable experience of SEO
- Demonstrable experience of UX design
- Experience of working with, and managing, third party/external agencies

- Relationship development with multiple stakeholders in different teams

Skills, knowledge and abilities

- Excellent coding skills for Wordpress and (other website languages welcome to demonstrate to alongside Wordpress)
- Proficiency in HTML and CSS
- Excellent design and build skills for an organisational website
- Excellent understanding of Google Analytics, Google Tag Manager and SEO
- Knowledge of the not for profit sector and ideally the charitable/sustainability sector (desirable but not essential)
- Able to demonstrate attention to detail whilst also having a flexible approach and an ability to work in a team
- Knowledge of CRM systems and content databases for case study management
- Good working knowledge of Microsoft Office and Mailchimp
- Advanced user of graphic design software such as Illustrator, InDesign and/or Photoshop

Values and behaviours

- A commitment to Equal Opportunities
- An appreciation of FareShare's mission and strategy
- Flexibility of approach and ability to work in a team
- Proven ability to develop and maintain good working relations, with both internal and external audiences

Application process

If you would like to apply for this role please send a copy of your CV and a supporting statement showing how you meet the essential experience outlined in the person specification to recruitment@fareshare.org.uk

Closing date for receipt of applications is January 18th.
Interview will take place week commencing January 21st.

FareShare aims to be an equal opportunity employer