

SOAS Students' Union

Section 1: Key Information	
Job Title	Website & Digital Coordinator
Department(s)	Marketing
Responsible to	Marketing & Insights Manager
Responsible for	<p>Delivering the Freshers mini-site ahead of Welcome Week (21 September)</p> <p>Ongoing site improvement project: content, then design, then dynamic features</p> <p>Day-to-day site maintenance, updates and campaign landing pages</p> <p>Technical upkeep: CMS/plugin updates, troubleshooting, accessibility checks</p> <p>Supporting newsletter and email builds</p> <p>Using web analytics to improve key student journeys</p>
Contract type	Part-Time, Term-Time Focused – 8-12 Hours per Week
Salary	£14.80/hour
Hours of work	In-person. Busier periods around major campaigns and the Freshers mini-site launch. Flexibility required around Welcome Week (September).
Purpose of role	To deliver ongoing improvement to the SU website while keeping it current and aligned to live campaigns. The immediate priority is getting the Freshers mini-site finished and published ahead of Welcome Week; alongside this, working through a structured content-first improvement project that moves from copy and structure through to design and then interactive features.
Strategic alignment	Support delivery of the SU's annual campaign calendar through a well-maintained, on-brand digital presence. Improve the student experience of the SU website over the year. Ensure digital channels work in concert with social media and email.

Section 2: Key Responsibilities
<p>Freshers Mini-Site (Immediate Priority) Pick up and finalise the existing Freshers mini-site: update copy, replace and refresh images, apply outstanding content fixes. Test across devices and browsers and get it signed off internally.</p> <p>Website Improvement Project (Ongoing) Work through a structured site improvement programme in order: content first (audit, rewrite and restructure pages so information is accurate and easy to navigate), then design (bring the site into line with the SU brand once content and structure are settled), then dynamic features (progressively add interactivity on a stable base).</p> <p>Day-to-Day Site Management Maintain and update the website as campaigns go live. Build and update campaign landing pages and the homepage to reflect current activity (elections, shop sales, society sign-ups etc.). Carry out routine technical maintenance including CMS/plugin updates. Ensure the site remains consistent with current brand and campaign messaging.</p> <p>Digital Support & Analytics Support newsletter and email builds alongside the team. Use basic web analytics to identify friction points in key student journeys such as ticket purchases, sign-ups and society discovery.</p>

Other Duties

Comply with relevant data protection policies and GDPR. Support accessibility and inclusive digital practice. Contribute to a collaborative and inclusive team culture and the Union's EDI commitments.

Section 3: Person Specification

Requirements — Candidates will be expected to demonstrate:	Essential (E) / Desirable (D)
Skills & Experience	
CMS experience (e.g. WordPress or similar) and working HTML/CSS	E
Comfortable picking up and improving an existing build, not just maintaining one	E
Strong attention to detail and accuracy in content and code	E
Reliability and ability to hit deadlines and work to a brief	E
UX and accessibility awareness	E
Some front-end development experience (JavaScript, responsive builds)	D
Experience supporting email or newsletter builds	D
Values, Attitudes & Personal Style	
Methodical and structured - works through problems logically	E
Collaborative and works well as part of a small team	E
Professional approach with a commitment to quality and accuracy	E
Interest in the student experience and digital accessibility	D