

# The Alan Turing Institute

## WEBSITE MANAGER

### THE ALAN TURING INSTITUTE

Named in honour of Alan Turing, the Institute is a place for inspiring, exciting work and we need passionate, sharp, and innovative people who want to use their skills to contribute to our mission to make great leaps in data science and AI research to change the world for the better. Please find more information about us [here](#).

## BACKGROUND

The Institute's Communications and Engagement Directorate is at the heart of the Turing's work to lead the public conversation on data science and AI. Ensuring the Institute has a vibrant, engaging, accessible and audience-focused website is crucial to the growth of our brand, and integral to the Institute's new strategy.

## ROLE PURPOSE

This is an exciting opportunity for an experienced digital professional to join a fast-paced team responsible for promoting the pioneering research and activities of The Alan Turing Institute.

The Website Manager will maintain and improve the Institute's website turing.ac.uk and take the lead on managing future development of the site from a technical and editorial perspective. The role-holder will also be responsible for ensuring our online content is engaging, accessible and on brand, and ensure our innovative digital content drives audience engagement on the web. This role requires excellent technical skills, experience of managing a third-party agency, and an understanding of how to work with experts to turn technical content into accessible stories for different audiences. Importantly, the role-holder will have energy and enthusiasm for the Institute's mission and activities and willingness to get involved in a range of tasks.

The Website Manager will report to the Head of Communications and Marketing and work closely with a busy communications team building a major brand in tech, academia and industry. This is an opportunity to work independently and grow your skills in an open and collaborative environment at a pivotal time in the evolution of the Turing's website.

## DUTIES AND AREAS OF RESPONSIBILITY

### Website & analytics

- Responsible for managing, maintaining and developing the Turing website turing.ac.uk and including liaison with third party web agency
- Implementing new tools to improve the reach, engagement and impact of the website
- Ensure audience focused content drives our web development
- Lead on the collection of digital analytics to ensure proper evaluation of work and constant improvement
- Lead on any future project work and development related to "phase two" activity
- Responsible for the running of web inbox
- Delivering ongoing website training for the Institute's growing network of staff and researchers
- Ensuring the website complies with security and GDPR requirements, brand guidelines, and follows UX best practice
- Ongoing optimisation of tracking and implementing changes (through Google Analytics, Google Tag Manager, Sitelmprove etc)

### Content editor & branding

- Ensure that our content is accessible, meets accessibility standards, is regularly reviewed against these standards, and is supported by our commitment to EDI

# The Alan Turing Institute

- Oversee management of digital marketing activities and opportunities across the digital marketing mix -
- Ensure the Turing's content and storytelling are at the forefront of turing.ac.uk
- Providing insight into any business or commercial opportunities that open up with a greater digital presence
- Responsible for creating new website content from across the organisation. Managing the devolved content model, working closely with devolved editors on training to update the website, and putting a system in place to monitor updates
- Editing technical copy to be accessible for broader audiences and optimised for web, and sourcing visuals for the website in line with our brand
- Supporting staff across the organisation to deliver visually appealing and on-brand presentations and content for both online and offline use
- Supporting the wider organisation with copy-editing, science communications and writing for the web
- Providing relevant training, troubleshooting and support for team colleagues with the CMS

Please note that job descriptions cannot be exhaustive, and the postholder may be required to undertake other duties, which are broadly in line with the above key responsibilities. This job description is written at a specific time and is subject to changes as the demands of the Institute and the role develop.

# The Alan Turing Institute

PERSON SPECIFICATION		
Skills and Requirements	Essential (E) Desirable (D)	Tested at application (a) Tested at interview (i)
Post holders will be expected to demonstrate the following:		
Education/Qualification		
Extensive training, development and or qualifications in Drupal CMS, web design, UX and Google Analytics	E	A
Extensive training and qualifications in project management	D	A
Knowledge and Experience		
Knowledge of UX fundamentals and best practice, and knowledge of website standards and good practice, such as accessibility and fair image use	E	I
Extensive knowledge of HTML, bug and error troubleshooting	E	I
Substantial experience writing and editing primarily for an online audience	E	I/A
A track record in developing innovative, excellent web content	E	I/A
Experience of using design software and working to brand guidelines	E	I/A
Professional experience using web content management systems, specifically Drupal CMS	E	I/A
Experience of working with a complex network of stakeholders to drive improvements	E	I/A
Experience of managing relationships with agencies/developers/designers and commissioning pieces of work and materials	E	I/A
Experience in using InDesign	D	I/A
Knowledge of or interest in data visualisation	D	I/A
Knowledge of or interest in the data science and AI sector	D	I/A
Knowledge of SEO best practice	D	I/A
Communication		
Confident communications skills, with the ability to influence and persuade individuals from different disciplines to deliver excellent online outputs.	E	I/A
An ability to summarise complex data and messages and communicate complex analytics and web data with a range of audiences.	E	I/A
Service Delivery		
Ability to analyse stakeholder requirements and provide a high level of service when responding to queries along with identifying trends and recommending changes to improve service	D	I/A
Initiative and Problem Solving		
Able to analyse and resolve problems and take steps to prevent future recurrence of problems	D	I/A

# The Alan Turing Institute

Analysis and Research		
Ability to adopt appropriate data analysis methods for the purpose, and produce simple reports to present the findings	E	I/A
Team Development		
Ability to support and demonstrate routine procedures to new team members and provides 'expert' support/training for specific tasks	D	I/A
Other Requirements		
Commitment to EDI principles and to the Organisation values	E	I

# The Alan Turing Institute

## OUR VALUES

The Alan Turing Institute is committed to equality diversity and inclusion and to eliminating discrimination. All employees are expected to embrace, follow and promote our [EDI Principles](#) and Our Values.

## Our values



### Trust

We create an environment where we have trust and can be trusted



### Inclusivity

We expect our Turing community to contribute to a culture that is inclusive and free of barriers



### Respect

We all have different roles, priorities and challenges but our shared purpose is the same



### Leadership

Leadership is everyone's business; Turing leaders set the right tone and lead by example



### Transparency

Everyone should understand the how and the why of our decisions and actions



### Integrity

We are all ambassadors for the Turing's mission of changing the world for the better

## APPLICATION PROCEDURE

If you are interested in this opportunity, please click the apply button below. You will need to register on the applicant portal and complete the application form including your CV and covering letter. If you have questions about the role or would like to apply using a different format, please contact us on 020 3862 3533 or email [recruitment@turing.ac.uk](mailto:recruitment@turing.ac.uk).

**CLOSING DATE FOR APPLICATIONS: Tuesday 29<sup>th</sup> November 2022**

## TERMS AND CONDITIONS

This full time post is offered on a permanent basis. The annual salary is £36,236 - £41,000 plus excellent benefits, including flexible working and family friendly policies, <https://www.turing.ac.uk/work-turing/why-work-turing/employee-benefits>

## **EQUALITY, DIVERSITY AND INCLUSION**

The Alan Turing Institute is committed to creating an environment where diversity is valued and everyone is treated fairly. In accordance with the Equality Act, we welcome applications from anyone who meets the specific criteria of the post regardless of age, disability, ethnicity, gender reassignment, marital or civil partnership status, pregnancy and maternity, religion or belief, sex and sexual orientation.

We are committed to building a diverse community and would like our leadership team to reflect this. We therefore welcome applications from the broadest spectrum of backgrounds.

We are committed to making sure our recruitment process is accessible and inclusive. This includes making reasonable adjustments for candidates who have a disability or long-term condition. Please contact us at [adjustments@turing.ac.uk](mailto:adjustments@turing.ac.uk) to find out how we can assist you.

***Please note all offers of employment are subject to obtaining and retaining the right to work in the UK and satisfactory pre-employment security screening which includes a DBS Check.***

***Full details on the pre-employment screening process can be requested from [HR@turing.ac.uk](mailto:HR@turing.ac.uk).***