

Role Profile - Website Content Editor

The website content editor is expected to have good attention to detail, problem-solving skills, good content creation and writing skills.

To ensure success, a website content editor must acquire a good understanding of the u3a sitebuilder web content management systems. Online reference support and user training will be provided.

Website Manager Responsibilities:

- Conduct content audits to eliminate redundant and/or duplicate information.
- Create appropriate website content aligned with the charity's strategy.
- Ensure website quality and efficiency by conducting user feedback.
- Improve the User Experience of the website regularly.
- Collaborate with all members of the committee to ensure that the website aligns with Sutton in Ashfield u3a strategy and meets the charity's standards.
- Create strategies to grow the user base and web traffic metrics.
- Ensure full compliance on the website with all laws and regulations.
- Keep up-to-date with best practices and monitor comparable websites
- To safeguard the good name and values of Sutton in Ashfield U3A.
- To be aware of the Health & Safety Best Practises.
- To be aware of Equality & Diversity.