



Web Officer

AMEE, the international association for health professions education, is growing. Known globally for its membership community, portfolio of educational products and resources, and industry-leading annual conference, AMEE is in an exciting period of development. Building on its existing services and unrivalled reputation, it is entering a period of strategic expansion, cementing its place as the primary membership association for all those involved in the education of healthcare professionals.

At AMEE our vision and mission are clear. We exist to promote and inspire excellence, collaboration, and scholarship across the continuum of health professions education and to transform healthcare for all through excellence in education and scholarship. Ultimately, improving patient outcomes and experience.

Established 50 years ago, AMEE is now entering its next phase of evolution and we are looking for skilled, resourceful and committed professionals to be part of this development. You will join our small and talented staff team, helping us to implement our strategy across all parts of our organisation. We are looking for individuals for a number of roles at different career stages and in different disciplines to help us continue to Connect, Grow and Inspire.

Job title: Web Officer

Reports to: Communications & Marketing Manager

Salary: £32,000

Location: Remote - UK

Full time

Job Overview

We are seeking an experienced and technically proficient Web Officer to manage, update and optimise our organisational website and improve user experience, engagement and reach. You will play a crucial role in managing and maintaining our WordPress website and its interface with other key systems, such as Moodle, Discourse and Cvent. The ideal candidate will have a solid understanding of SEO, user experience

(UX), and best practices for digital content infrastructure.

Key Accountabilities

Website Management & Maintenance

Content Creation & Optimisation

Analytics & Reporting

SEO Support

Compliance & Security

Managing Relationships

Website Management & Maintenance

- Update and maintain website content using the Content Management System (CMS)
- Ensure the website is regularly refreshed with relevant, engaging and accurate information
- Monitor website functionality and troubleshoot an issues that arise.
- Monitor website interfaces with our tech-stack and troubleshoot any issues that arise.
- Coordinate with external IT agency and external web agency to ensure technical stability and resolve issues as needed.
- Maintain and support the development of best practices for site maps, content management systems, and overall web architecture to ensure an efficient, user-friendly experience
- Collaborate with internal teams and external vendors to ensure web content and functionality meet business needs and goals.
- Support activity to ensure optimal user experience including user journey mapping and development.

Content Creation & Optimisation

- Collaborate with colleagues to support the production of compelling web content
- Edit, proofread and publish content
- Optimise website content for SEO

Analytics & Reporting

- Monitor website analytics, tracking KPIs such as traffic, engagement and conversion rates

- Generate and analyse regular reports and provide insights for optimisation and enhancements to digital performance and user engagement
- Use analytics tools to improve user engagement and experience

SEO Support

- Support digital marketing campaigns with SEO-friendly landing pages and website content.
- Optimise web structure and layout to improve search engine rankings
- Stay updated with the latest SEO trends and make proactive recommendations for improvement.
- Implement and maintain SEO strategies across digital platforms, including on-page optimisation, technical SEO, and keyword strategy to improve organic search performance.

Compliance & Security

- Maintain compliance with data protection (GDPR) and accessibility regulations, raising any risks or issues in a timely manner.
- Regularly review website security and coordinate with relevant colleagues and external agencies for necessary updates and backups.
- Implement best practices for website security and access permissions.

Managing Relationships

- Liaise with external partners effectively and regularly
- Attend, participate, and contribute to meetings and events, ensuring appropriate up to date information is communicated and acted upon.
- Communicate with internal teams, collaborating where appropriate
- Build and maintain strong working relationships with AMEE Senior Management Team
- Fully understand the many facets of the association and structure to value different requirements and act with diplomacy to achieve the best possible outcome.

Key Skills and Competencies

Essential

- Proven experience in maintaining WordPress websites, including a deep understanding of themes, plugins, and customisation.

- Knowledge of SEO tools and best practices, including site structure and page speed optimisation.
- Strong knowledge of web content infrastructure, including site maps, taxonomies, and CMS management.
- Knowledge of UX principles, user journey mapping, and development.
- Familiarity with web performance, analytics and SEO tools.
- Ability to troubleshoot technical issues and work with developers and other technical teams as needed.
- Understanding of GDPR, web accessibility, and other relevant compliance standards.
- Excellent communication skills, both written and verbal.
- Ability to work independently as well as part of a team.
- Strong writing and editing skills, with great attention to detail.

Desirable

- Experience with other CMS systems.
- Familiarity with HTML, CSS, and basic JavaScript for troubleshooting purposes.
- Knowledge of digital marketing strategies and tools, such as email marketing platforms and CRM integration.
- Understanding or experience with digital systems such as Moodle, Discourse and Cvent, or the ability to pick up new systems quickly.

Benefits of working for AMEE

- 5% Pension Contribution.
- One day paid volunteering day each calendar year.
- Access to an Employee Assistance Programme.
- Membership of Medicash - one of the leading UK's leading health cash plan providers. Benefits include: contribution to dental care, tests and scans, alternative & complimentary therapies, payment for flu jabs, access to a virtual GP and a range of discounts and helplines.

To apply, please send a CV and covering letter, outlining why you are interested in the role and why you believe you are suitable for it, and your contact details to recruitment@amee.org

For a confidential discussion about the role please contact Sarah Allen, Head of Engagement & Communications sallen@amee.org