Website and Intranet Officer

Job Description

Responsible to:	Head of Communications and External Relations
Responsible for:	N/A
Salary:	£15,318 per annum pro rata/ £30,636 FTE
Key working relationships:	Operational Teams, Senior Management Team, Executive Team, CEO, website development agency and digital suppliers
Hours of Work:	20 hours per week, generally worked within office hours, Monday to Friday, with occasional evening and weekend work. To be discussed with line manager.
Work Location:	Hybrid working is available and encouraged. Postholder can work from one of the YMCA St Paul's Group regional office hub locations in Wimbledon, Surbiton, South Ealing or Walthamstow. The postholder will be required to work regularly from the various housing sites within YMCA St Paul's Group, as/when required.

Job Purpose:

The Website and Intranet Officer is responsible for maintaining and developing YMCA St Paul's Group's website and intranet to ensure they are accurate, engaging, accessible and effective.

The role works with teams across the organisation to create and manage content, improve user experience, support internal communications and use data to drive continuous improvement across digital channels.

The postholder will lead the day-to-day management and continuous improvement of the website and intranet, working closely with external suppliers who provide technical development and specialist support. The intranet is well established, with activity typically focused on content updates, user support and continuous improvement.

The postholder will act as the organisation's website and intranet subject matter expert, leading continuous improvement through data, user insight and digital best practice.

Organisation Context:

YMCA St Paul's Group is a charity and registered housing provider whose mission is to be an inclusive Christian Association transforming communities so that all young people can belong, contribute and thrive. As a member of the wider YMCA Federation, our vision is of places where young people thrive and communities flourish.

As one of the largest YMCAs in Europe and one of the largest providers of supported housing in London, we provide supported housing services, health and wellbeing services, education and training services through its health and wellbeing centres, children, youth and family programmes, including nurseries, after school clubs and soft play centres.

President: The Reverend Dr Richard Cheetham, Bishop of Kingston. YMCA St Pauls Group is a company limited by guarantee registered in England. Registered office: St James House, 9-15 St James Road, Surbiton KT6 4Q. Company registration no: 2971930. Charity no: 1041923. Social housing provider ID: LH4078. Ofsted no: RP524773. CQC provider: 1-101652524.

Being part of YMCA St Paul's Group means not only working for a great London based charity that has supported young people and communities for over 150 years but also being part of a national association and global movement.

We are one of the UK's Top 100 Best Workplaces™ 2026 and have also been recognised as one of the UK's Top 100 Best Workplaces for Development™ 2026.

Duties and Responsibilities:

Website Management

- Manage and maintain the organisation's WordPress website, ensuring content, functionality and user journeys remain effective, secure and up to date
- Maintain website content, ensuring information is accurate, current and easy to find
- Create, edit and publish web pages and digital content
- Monitor website functionality and resolve issues promptly
- Support website development projects and enhancements
- Ensure a positive user experience across desktop and mobile devices
- Manage relationships with website development agencies and suppliers, ensuring work is delivered to agreed standards, budgets and timescales
- Monitor, evaluate and continuously improve website performance through data analysis, user research, testing and evidence-based recommendations
- Monitor and optimise key conversion journeys, ensuring the website supports organisational objectives relating to enquiries, applications, bookings and engagement
- Champion accessible and inclusive digital design, ensuring content and functionality meet recognised accessibility standards

Search Engine Optimisation (SEO), Answer Engine Optimisation (AEO), and Generative Engine Optimisation (GEO)

- Monitor and improve website visibility and performance across search engines and AI-powered discovery platforms, applying SEO, AEO (Answer Engine Optimisation) and GEO (Generative Engine Optimisation) best practice
- Conduct keyword research and optimise website content, metadata, structure and information architecture to improve search visibility and increase the likelihood of content appearing in search results, featured snippets and AI-generated responses
- Identify opportunities to improve content discoverability through search engines, answer engines and AI-powered search experiences
- Identify SEO issues and work with the team and external suppliers to implement improvements, as required
- Lead ongoing improvements to website content, structure, accessibility and user journeys to improve organic search rankings, increase web traffic and support the effectiveness of externally managed Google Ad Grants campaigns

Intranet Management:

- Maintain and develop the organisation's intranet platform
- Ensure key resources, policies and information are accessible to staff
- Support colleagues to create and manage intranet content
- Promote engagement through news, updates and internal campaigns
- Improve navigation and usability based on staff feedback

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Analytics and Reporting:

- Develop and deliver website performance reporting and analysis, providing actionable insights and recommendations that support operational teams to make data-driven decisions, improve user experience and maximise engagement and conversions
- Track, analyse and report on website performance against agreed strategic key performance indicators (KPIs), ensuring digital activity supports organisational growth, engagement, service delivery and income generation objectives
- Use tools such as Google Analytics, Google Tag Manager and Google Search Console to track performance, monitor KPIs and identify opportunities to improve website effectiveness

Digital Governance, Compliance and Risk Management:

- Ensure the website and intranet comply with UK GDPR and data protection requirements by regularly reviewing content, forms, tracking technologies and data collection processes, escalating issues to the Data Protection Officer, as required
- Ensure website and intranet content complies with accessibility, copyright and data protection requirements
- Maintain processes for content governance, quality assurance, user permissions and publishing control
- Support the implementation and monitoring of cookie consent and privacy management tools

General – All Staff

- Attend all relevant training and development programmes.
- Attend all relevant cross departmental, and corporate meetings as and when required.
- Undertake all duties with regard to the Association's Equal Opportunities and Diversity Policy and other policies and procedures adopted by the Association
- To be aware of and comply with safe working practices as laid down under the Health and Safety at Work Act and to attend training as required
- Respect the Christian ethos of the YMCA and uphold its values
- Undertake any other duties as requested by line manager

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WEBSITE & INTRANET OFFICER (PART-TIME)

Person Specification/Key Competences

KNOWLEDGE	
Essential	**Desirable**
Good working knowledge of WordPress website administration and content management	Knowledge of SharePoint or Microsoft-based intranet platforms
Knowledge of SEO, AEO and GEO principles and how to structure website content to improve visibility across search engines, answer engines and AI-powered discovery platforms	Awareness of emerging trends in AI-powered search, answer engines and content discoverability
Understanding of website accessibility standards and inclusive design principles	Knowledge of user experience (UX) and customer journey mapping
Knowledge of website analytics, KPI tracking and performance measurement	Knowledge of CRM integrations and digital forms
Understanding of UK GDPR, cookie compliance and data protection requirements	Understanding of conversion rate optimisation and A/B testing methodologies
Understanding of content governance and digital publishing processes	Knowledge of Google Ad Grants management and optimisation
Knowledge of Google Analytics (GA4), Google Tag Manager and Google Search Console	
EXPERIENCE	
Essential	**Desirable**
Experience of managing and updating a WordPress website	Experience of managing an organisational intranet
Experience creating, editing and publishing digital content using WordPress	Experience working in the charity, housing, education or public sector
Experience using WordPress plugins and tools to improve website functionality, SEO and user experience	Experience of CRM and third-party system integrations.
Experience using Google Analytics and website reporting tools	Experience managing website development projects or supplier relationships
Experience analysing performance data and producing actionable reports and recommendations	Experience developing dashboards and automated reporting (e.g. Power BI)
Experience working with stakeholders to gather requirements and improve digital content	Experience managing Google Ad Grants campaigns
Experience identifying and implementing website improvements based on insight and evidence	
Experience using Google Tag Manager and Google Search Console	

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SKILLS AND BEHAVIOURS	
Essential	**Desirable**
Excellent written communication and content editing skills.	Ability to present website performance data and insights clearly to non-technical audiences.
Strong analytical skills, with the ability to interpret performance data and translate insights into practical recommendations.	Awareness of emerging digital trends and technologies and their practical application.
Ability to identify opportunities for improvement and deliver evidence-based solutions.	
Strong organisational and project management skills, with the ability to manage multiple priorities and deadlines	
Strong stakeholder engagement and relationship-building skills	
Ability to adapt to changing priorities and organisational needs.	
Excellent attention to detail and commitment to accuracy.	
Commitment to YMCA values and mission.	

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