

Website Content Manager

Job description

We're seeking a skilled Website Content Manager to join our global marketing team. As a Website Content Manager you will be working closely with our teams and agencies to improve our website content and how we present ourselves to a global audience, you'll create and optimise website content, implement SEO/CRO strategies, and ensure our websites are performing to their best.

Location

Remote (UK)

Type

Full-time, 1 year FTC

As a website content manager your responsibilities will include:

- Multilingual Content Management: Manage the delivery of web content across the Industrial Physics platforms
- Work with our internal teams and marketing and web agencies to build a content plans and deliver them to deadlines
- SEO/CRO Optimization: Optimize page structures, boost search rankings, and deliver an outstanding user experience.
- Brand management : Ensure all content is on brand and is in line with accessibility guidelines
- Bug Testing and Fixing: Proactively hunt down and fix bugs, working with external agencies when needed.
- WordPress Expertise: Efficiently manage and maintain our website's content.
- Utilize analytics to measure and report the performance of content and include in an improvement plan
- Excel and Data Processing: Analyse large datasets to draw insights for informed decision-making and to execute tasks in bulk.
- Problem-Solving Approach: Identify challenges and develop innovative strategies for our online presence.
- Portal Management: Oversee a separate portal for our distributors, ensuring its smooth functioning and user experience.

What we are looking for:

- 2-3 years of website content experience, with a passion for staying ahead in the industry.
- Technical Skills: Deep understanding of SEO principles, and WordPress expertise.
- Excel and Data Handling: Navigate Excel with ease to process and analyse data for actionable insights.
- Creative Eye: Attention to detail and artistic flair to make content stand out.
- Problem-Solving Attitude: Proactive, out-of-the-box thinker, always ready to find solutions.
- HTML/CSS Skills: Knowledge of HTML/CSS
- Design: Knowledge of Adobe Creative Suite

- Language Proficiency: Excellent written and verbal communication skills in English; proficiency in other languages a plus. (German, Dutch, Spanish)

How to apply

To apply please send your CV and covering letter to ksanchez@industrialphysics.com.

About Industrial Physics

Industrial Physics is the world's leading test and measurement partner protecting the integrity of the biggest brands across the globe. Operating across a family of brands, we've been supporting manufacturers, laboratories, and production lines across a multitude of industries for almost 100 years. It's our innate desire to continuously learn, innovate, and better ourselves that allows us to provide the highest quality of products, services, and bespoke solutions.