



Imperial Society of Teachers of Dancing

Job Profile

Web Administrator (Part Time)

About the ISTD

ISTD exists to make teaching and learning dance accessible to all.

Our membership is recognised as the mark of quality dance teaching around the world. We support teachers to develop their careers and businesses through progressive training, performance qualifications and events. Together, we aim to build a diverse and sustainable dance profession by championing inclusion and increasing access to dance teaching

The Society is a registered educational charity (250397), regulated examinations board, and membership association. With 6000 members in 59 countries worldwide, we conduct over 120,000 examinations and 20,000 hours of Continuing Professional Development each year.

Istd.org

Summary of Role

We're seeking an organised and proactive Web Administrator to ensure that our website is maintained to improve our user experience and increase engagement and user satisfaction.

While there will be a strong support network in place for you, this is an autonomous, fast-paced and varied role that will require exceptional multi-tasking and prioritising.

This role will report directly to the Head of Marketing

Key Responsibilities:

In addition to working closely with the Head of Marketing, you'll:

- Update web content and user journeys – using analytics to improve page content and UX, meeting the needs of our stakeholders
- Establish workflows to review, edit, optimise and archive content to make sure our site continues to be a source of engaging expert, authoritative and trusted information
- Work with a ticketing system to log website amends and queries, complete queries to agreed SLA. Liaise with staff across business to train and inform them on the process
- Ensure website and operational system security
- Support staff on CMS and approval processes
- Regularly audit website content – making sure content is added, edited and deleted in a timely way
- Edit and proof-reading content for SEO and key words – ensuring consistent brand tone of voice across all communications and products



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- Ensure our tone of voice and style guide is followed to maintain consistency across website.
- Provide creative and technical support to team members
- Track and report on web / social analytics to ascertain engagement. Provide monthly reports
- Liaise with IT and web developer to escalate any technical issues and make sure these are resolved quickly with minimum disruption. Review performance and technical support contract hours.
- Ensure that website design and development is compliant and accessible
- Ensure compliance to law – PECR, Copyright and GDPR
- Keeping up to date with industry best practice and monitoring content activities of competitor websites.

Person Specification

The Web Administrator must demonstrate:

- Excellent knowledge of content management systems, HTML/CSS, Java Script and GA4 and good understanding of CRM system and data analytics.
- Good understanding of SEO strategies and ability to edit content.
- Excellent verbal and written communications skills in English.
- Excellent organisational skills, coupled with the ability to multi-task, prioritise, remain calm under pressure, and see tasks through to completion whilst demonstrating accuracy and strict attention to detail.
- Critical thinking and good analytical problem solving skills to support effective decision making.
- Excellent team player, working flexibly and with others to meet the needs of Members, customers and the organisation.
- Ability to maintain confidentiality and GDPR data protection legislation requirements.

Advantage

- Experience of working within a Membership organisation.
- Previous experience working as a web administrator.

Working Hours

This is a part-time role, working 21 hours a week. There is some flexibility around which days are worked, for example this could be three days or across four / five days working reduced hours. Standard office hours are 9am to 5pm.

Additional Information

- This role will be offered on a Hybrid work basis (2 days worked in the office and the remainder of the week can be worked remotely). When working remotely, the postholder will be required to work from home in an environment with a high-speed broadband.



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- The office remains open from Monday to Friday and is available for those who would prefer to work in the office environment or have difficulties working remotely.
- Hybrid working will be reviewed on an ongoing basis and employees may need to revert to homeworking, in line with any new government advice.

Remuneration

The annual salary for this position will be a Band B (which ranges from £26,833 to £31,497 to per annum), depending on experience.

Additional Benefits

- **Flexibility;** this role can be worked on a Hybrid basis, (2 days in the office and the remainder can be worked from home). On days working in the office, employees have the option to adjust their start/finish time to avoid busy commuting times. More information is available in the ISTD Hybrid Work Policy.
- **25 days paid holiday** each year (plus the 8 public/bank holidays). In addition, 4 days between Christmas and New Year when our office building is closed; 37 paid days in total.
- **Season ticket loan** available.
- **Employer Pension Contribution** matched up to 8%. You will be auto enrolled into the pension scheme after 3 months of employment. Employee contribution must be minimum 4% and is matched by ISTD to a maximum of 8% (although employees can contribute more than 8%).
- **Employee Assistance Programme**, consisting of 24/7 telephone access to a trained counsellor, financial advisor or a nursing and midwifery council registered nurse. Access to the My Healthy Advantage App with live chat facility, wellbeing videos and articles, mini health checks, 4 week plans for lifestyle changes and a mood tracker.
- ISTD provides employees with **Life Insurance** benefit provided by MetLife. MetLife provides a death in service benefit, based on a multiple of three times your annual salary, bereavement and probate service to the family. This benefit is available to all employees after they have passed their probation and are below the age of 70 years.

Training

You will be supported in the new role with an initial induction, followed by guidance on ISTD policies and processes to ensure they feel confident, fully informed and equipped to carry out their responsibilities.

Equal Opportunities

The Society values diversity of thought and experience. We welcome applications from anyone regardless of their age, disability, ethnicity, heritage, sexuality, gender and socio-economic background. If you have any access needs or there are any barriers to access please let us know this in your application or if you would like to discuss any of this prior to applying please email:



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recruitment@istd.org

Method of Application

Please send a letter of application and CV to recruitment@istd.org

The letter of application should summarise what you are able to bring to the role and how you meet the person specification. The successful candidates will also be required to provide details for two recent references that can evidence skills and suitability to carry out this role, (whether in an employed or voluntary capacity).