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IYENGAR® YOGA (UK)

President: Yogacharya Sri B. K. S. Iyengar

WEBSITE MANAGER JOB DESCRIPTION

Job Description

Title of post: Website Manager

Full time or part time: Part time (0.4), 14 hours per week

Principal Location of work: Home Work (occasionally required to attend elsewhere)

Immediate line manager: Chair of IY(UK) Ltd

Reports to: Chair of IY(UK) Ltd

Overall purpose of post: To manage, maintain and develop the website of Iyengar Yoga (UK) Ltd.

Main Duties:

- Work with the relevant personnel and committees of IY(UK) (notably the Chair, and Chair of Comms & PR Committee) to agree direction of website
- Lead the creation, amends, updating and maintenance of site content and features support the organisation's goals and to improve the website user experience.
- Ensure accessibility standards are met (or exceeded)
- Manage the website's content, including writing new content, creating new pages and functionality, implementing/maintaining plugins, editing and auditing existing content, and removing outdated content
- Stay up to date with the latest web design and development trends and technologies. Identify ways to improve website UX, identify and fulfil opportunities for website improvement based on user feedback and performance metrics
- Identify and troubleshoot website technical issues. Ensure website functionality and perform software updates. Update website coding as needed.
- Work with site developer (external agency) to undertake significant site developments. Where capacity/resource needs cannot be met internally, engage and work with external agencies.
- Monitor, assess, and report on website performance and site analytics; use these to enhance performance, driving more, and more successful, journeys
- Ensure domain registration and hosting are current
- Liaise with web designer to ensure up to date site security, monitor for website security breaches and respond to them as needed
- Manage user database, and create and maintain online forms (e.g. membership renewal, registering new members, event booking etc.)
- Set up and manage all products, including integration with Stripe
- Manage Vimeo library and its use on the website
- Oversee mailing lists, and resolve any issues with Mailchimp
- Ensure website is effective in promoting the association through approaches such as Search Engine Optimisation, and integration with social media

Person Specification

Title of post: Website Manager

Specification	Essential	Desirable
1. Education/Training	A-levels (or equivalent qualification)	
2. Relevant Experience	<p>Previous relevant experience</p> <p>Experience of successfully working to strict deadlines</p>	<p>Knowledge and understanding of Iyengar Yoga UK (Ltd), its purpose and lineage</p>
3. Relevant Skills/Aptitudes	<p>Ability to work effectively on own initiative and as part of a team</p> <p>Strong written and oral communication skills</p> <p>Strong interpersonal skills</p> <p>Good organisational and time management skills</p> <p>Ability to prioritise</p> <p>Experience and knowledge of software:</p> <ul style="list-style-type: none"> • Wordpress • Gravity Forms (Wordpress plugin) • Stripe • Excel and Word <p>Ability to work with and manage external providers</p> <p>Ability to provide support to website users</p> <p>To be aware of and abide by Data Protection Regulations.</p>	<p>Demonstrable numeracy and data analysis skills</p> <p>Experience and knowledge of software:</p> <ul style="list-style-type: none"> • Adobe Photoshop • Adobe InDesign • Meta Business Suite
4. Special Requirements	<p>Ability to handle confidential material</p> <p>A flexible approach to duties</p>	