

Original Style is based in Exeter with staff totalling approximately 170 across six sites with departments in customer services, marketing, accounts, manufacturing, purchasing, retail and warehousing. The Company has a proven record of growth and internal promotion of staff. Original Style manufactures and distributes high quality stone, glass and ceramic tiles and is one of Britain's largest tile manufacturers. Our products are available throughout 60 countries and over 2000 quality retail shops worldwide. Original Style tiles have been used in wide-ranging projects from English country pubs to international opera houses, and from Hollywood film star homes to Arabian mosques.

Job Title: Web Content Co-ordinator

Department: Marketing

Reports To: Marketing Manager

Purpose of the Role:

The Company is making considerable investment in its web development programme over the next 12 months. The opportunity exists for the appointment of a highly committed individual who can contribute to and support our exciting web strategy which includes the implementation of B2B and B2C solutions.

The Web Content Co-ordinator will join the Marketing Team reporting to the Marketing Manager. Collaborating with the IT Team, the individual will be responsible for maintaining and enhancing the content for the company's six web sites including product updates, promotions and 'nearest retailer' information, ensuring each website is in line with current trends and promotes our corporate image.

This position would suit an individual who can demonstrate at least two years experience of maintaining and promoting commercial sites. You will have a passion for web technologies, a keen appreciation for design and a desire to expand your skills which may include the adoption of mobile platforms.

Specific Responsibilities:

1. Maintaining the Company web presence which will include daily content, product and blog updates, incorporating promotional material and other marketing campaign support.
2. Providing weekly reports and statistical analysis on web traffic and the effectiveness of web advertising, including the implementation and management of Google Ad word campaigns.
3. Creating and co-ordinating html email campaigns and monitoring their effectiveness.
4. Drafting recommendations for improvements to style, content and structure for existing websites so as to maximise performance, usability and search engine optimisation in line with customer needs and company strategy.
5. Drafting proposals and specifications for new projects for internal review. Thereafter collaborating with third party suppliers to commission and project manage new sites, or upgrades of existing sites.
6. Other duties as may reasonably be required by the demands of the business.

Person Specification:

The person must have:-

- Proven experience of maintaining websites on a daily basis, including writing and updating web content.
- Experience of planning and commissioning websites with a strong appreciation for usability and accessibility.
- A good knowledge of current SEO best practice and techniques.
- Experience with CSS, HTML and the Adobe Creative Suite including Photoshop and Dreamweaver.
- Experience using and administering CMS systems such as WordPress.
- Experience of online retailing and e-commerce techniques.
- Experience of creating and co-ordinating html email campaigns and tracking their effectiveness
- The ability to comprehend and utilise new technologies quickly and to best advantage.
- A creative mind with an appreciation for design.
- Good organisation, prioritisation, communication and interpersonal skills.

Ideally the person should have:-

- Experience of creating, implementing and tracking the effectiveness of social media campaigns.
- Exposure to CRM applications and methodologies.

Remuneration and Benefits:

We offer a competitive salary and benefits including a bonus, contributory pension scheme, staff discounts, childcare vouchers, accident insurance and death in service cover. In addition there is structured training and the potential for career progression within our rapidly growing dynamic company.

Background Information on Original Style Limited

Please refer to the following websites:

www.originalstyle.com
www.winchestertiles.com
www.designworkstiles.com
www.ostilefactoryshops.com
www.dorsetwoolliscroft.com

Location

Original style is based in newly refurbished air-conditioned offices with parking close to junction 30 of the M5 at Falcon Road, Sowton Industrial Estate, Exeter, Devon, EX2 7LF.