



THE SCHOOL OF ARTISAN FOOD

Website and Digital Content Coordinator

0.5 FTE (fixed-term, 30 months)

20 Hr per week, typically within standard office hours Monday to Friday. Predominantly on site, with the option for occasional remote working. We are happy to discuss working pattern, for example around caring responsibilities etc.

Location

The School of Artisan Food, Lower Motor Yard, Welbeck, Nottinghamshire, S80 3LR

Salary and benefits

Pro-rata £25,742-£30,500 p.a. dependent on qualifications and experience

Holiday entitlement: 16.5 days inclusive of bank holiday entitlement. The Christmas Day, Boxing Day and New Year's Day bank holidays will form part of the Christmas closure period for all employees. The School will gift additional days leave to employees for the period following Boxing Day up to and including New Year's Eve (Christmas closure). Days will be allocated based on normal days worked.

- Contributory company pension plan
- Opportunities to access School of Artisan Food courses, additional professional development opportunities, and to gain certifications
- The Welbeck Card – 9% staff cash discount plus 'savings points' at Welbeck Farm Shop, The Harley Gallery and The Portland Collection
- Access to various discounts across the estate throughout the year, including School of Artisan Food Friends and Family Discounts, and discounts at Welbeck Holiday Cottages, Cuckney House, and Lady Margaret Hall bookings
- Opportunity to join Westfield Health
- Employee bike scheme
- Monthly free drink at The Welbeck Abbey Brewery on the last Friday of every month for all employees. Family and pets welcome!

Role Description

The School of Artisan Food is seeking a part-time, fixed-term (0.5FTE, 30 months) Website and Digital Content Coordinator. As a charity, we passionately advocate for high-quality food education, particularly in secondary schools and for healthcare professionals. We work with a range of partner organisations and charitable bodies to offer inclusive food education and specialised training in baking, butchery, cheese-making, curing, patisserie, viennoiserie, and other food-related skills. We prioritise the use of real, seasonal, and local ingredients, and focus on 'slow' processes such as fermentation.

The successful role-holder will work with the Sales and Marketing Manager, to optimise The School's digital presence, prioritising user engagement and accessibility. As a not-for-profit organisation, we are seeking a Website and Digital Content Coordinator, ideally with experience in food, charity and/ or education, to support The School in achieving its ambitious future vision and mission. The ideal candidate will have strong knowledge of search engine optimisation, including building quality backlinks, and be capable of providing general website support (both front-end and back-end). They will use their technical expertise to carry out the role and support the overall needs of The School. The role of Website and Digital Content Coordinator is open to any candidate who can demonstrate the necessary skillset, experience and/or qualifications as per the person spec.

Our portfolio includes short and longer courses for food-lovers and professionals, a very-popular summer school, validated courses including our Advanced Diploma, and an FdSc and BSc (Hons) in Artisan Food Production (delivered in collaboration with Nottingham Trent University). We are seeking a special individual, able to demonstrate excellent personal and/or professional working knowledge of food and/or food education, with a genuine passion for ingredients, artisanal food, and skills-based learning. Reporting to the Sales and Marketing Manager.

Duties

- Proactively manage The School's CMS/ any other School website(s), working with the site hosts/ developers/ editors to ensure it meets the needs of The School and evolves with those needs over time.
- Where appropriate, update HTML, CSS and JavaScript and make other back-end adjustments to the site, recommending wholesale improvements as required.
- Conduct comprehensive content audits to identify gaps, omissions or missed opportunities in site content.
- In collaboration with the Sales and Marketing Manager, develop and execute content schedules for various School social media platforms and website(s).
- In collaboration with the Sales and Marketing Manager, develop policies and training relating to The School's web and digital content, such as a house style,

using this to write and edit copy and supporting the leadership team to do the same.

- Source, commission and edit images and videos.
- Access and interpret analytics data to discover how users interact with The School's site(s) and other types of digital content and to offer recommendations to The School leadership team and site hosts/ developer/ editors to enhance user experience.
- Create user surveys and/ or hold focus groups to learn about how they view The School's website(s) and digital content.
- Manage The School's website(s), ensuring content is accurate, up to date, and accessible, while making sure all website material aligns with brand guidelines.
- Help staff understand the structure and function of the website and train staff to interact with the site and its data effectively and efficiently.
- Stay knowledgeable about The School site(s)' subject area.
- Offer in-house technical know-how to guide and support IT/ tech/ website/ digital decision making.
- Actively and positively promote the profile of The School of Artisan Food, recognising and adopting appropriate tone and reflecting our values.
- Maintain an excellent understanding of the legislative and regulatory issues relevant to the post, providing support to ensure The School remain compliant.
- Ensure funding opportunities relevant to the post of Website and Digital Content Coordinator are shared with colleagues, in line with our mission, vision and values.
- Contribute, as a School of Artisan Food employee, to the day-to-day workings of The School as required.

Application Process

To apply for this position, please send a maximum 2-page CV and cover letter explaining how you meet the person specification to recruitment@welbeck.co.uk no later than 5pm on Friday 28th February 2025.

If you would like to discuss this post informally, please call Jenny Paxman, Chief Executive Officer or Ellie-Mae Barbieri, Sales & Marketing Manager, on 01909 532171 or email info@schoolofartisanfood.org.

Person Specification

Qualifications and/or experience

	Example	Essential/ Desirable
A relevant degree or equivalent experience in digital content management, web development, or a related field	<i>A relevant BSc, and/or relevant experience in web design, IT management, web content coordination, ideally in the not-for-profit and/or food sector</i>	E
Experience managing a CMS, producing/editing web content and automated comms	<i>E.g. experience in optimising user experience and user interface design. The ability to recommend and deploy automated services in place of manual alternatives.</i>	E
Trained in/ significant experience of front-end web development	<i>Technical expertise working with HTML, CSS, and JavaScript, experience of producing/ editing/ managing web-hosted copy and imagery, guiding innovation, GDPR, improving accessibility, troubleshooting, experience of a range of platforms such as Wordpress, Squarespace, Wix etc., please specify and give examples</i>	E
Experience with analytics tools, data analysis techniques and undertaking market research	<i>E.g. using key tools (Google Analytics, Coverage Book) and bespoke/ ad hoc.</i>	E
Familiarity with and experience of managing content schedules	<i>E.g. using a range of tools/ methods such as Buffer.com, SproutSocial</i>	E
An understanding of Ruby and/ or Rails	<i>E.g. previous experience or training in either/ or</i>	D
Experience in a not-for-profit or educational setting	<i>Previous relevant professional experience in one or more relevant settings</i>	D

Skills and behaviours

	Example	Essential/ Desirable
Technically minded	<i>Able to liaise with all relevant stakeholders enabling delivery of the highest calibre of web and digital experience possible within the given resource</i>	E
A love/ passion for ingredients, artisanal food, and skills-based learning	<i>This may be evidenced through your professional experience or activities outside of work. Willingness to stay up to date with developments in and around food education, artisanal</i>	D

	<i>food and skills-based learning as well as in the digital world.</i>	
Ability to research, collate and carefully summarise information from different sources taking a logical and analytical approach.	<i>The ability to produce carefully crafted copy and to accurately proofread and edit the work of others. The ability to notice and proactively act on what matters to The School both on site and across a wide range of external channels with the ability to spot patterns, gaps and repetitions in content.</i>	E
Exemplary written English and verbal communication skills suited to a wide range of relevant audiences	<i>Communicating verbally and in writing to the highest of professional standards, across a range of audiences</i>	E
Excellent organisational, planning and time-management skills	<i>Hitting deadlines, actively managing wide and varied activities/ tasks, punctuality, reliability etc.</i>	E
Confident and experienced in media capture and editing	<i>The ability to set up suitable shots, manage personal data and photographic/ media release permissions and/or capture and edit photographs, video and other content for use in print, online and on social media</i>	E
Strong interpersonal skills that demonstrate emotional intelligence and the ability to work as part of a team	<i>Follow verbal and written guidance where required with the ability to show initiative and have a team approach and 'can do' attitude. The ability to pass on knowledge/ skills and/ or train others.</i>	E