



Web Editor



About Post Office Management Services (Insurance)

POMS is a customer focused organisation that relies on the Post Office Money brand, its network, customer data and marketing capabilities in order to deliver its plan objectives.

As an independent business, it was established in 2014 after the Post Office bought out the joint insurance venture between Bank of Ireland UK and Post Office. Our vision is to operate as a specialist broker. Our team has expanded significantly since then, as we continue to pursue our core visions to:

- Deliver operational efficiency, product and pricing flexibility resulting in greater control of, and access to, the value chain;
- Directly control customer management, policy conditions and retail pricing;
- Enter in to partnership agreements with Underwriters, Third Party Administrators, Software Houses and Consultancy firms to procure and develop the capabilities required in support of our chosen business model; and,
- Build a tangible asset for the Post Office.

POMS is a wholly owned subsidiary of Post Office and this means you are part of an organisation that is trusted by communities and consumers, putting its people and customers first. Together we have the opportunity to write the next chapter of an iconic organisation with over 300 years of history. We shape our future and each of us has the autonomy and responsibility to help create a business we can all be part of and proud of.

We know that the best way to provide a great service for customers is to evolve our business and adapt to their changing needs. We're improving our online and in store experience for customers because we know that our customers never stop changing, so neither will we.

We are working hard to ensure that the next chapter of the Post Office's history is a bright one. We are the current guardians of an iconic business and we want to hand over a thriving network of branches which can continue to provide essential products and services for our customers for many years to come.

This is a uniquely exciting and challenging time for the Post Office and for POMS – we're shaping the future and creating a business we can all be proud of.

We share the Post Office values of Care, Challenge, Commit.

The Basics

Job Title:	Web Editor
Post Reports to:	SEO Manager
Division:	Marketing
Business Unit:	Insurance
Budget Responsibility:	0
Number of Direct Reports:	0
Location:	Finsbury Dials

The purpose of the role

- Work as part of the SEO team for insurance to publish SEO optimised content which increases target key word rankings for insurance.
- Create and deploy optimised landing pages to improve the customer experience online.
- Brief and ensure delivery of new web templates as required.
- Manage improvements to insurance section of the Post Office website to increase conversion of traffic.
- Monitoring and Evaluating analytics and progress.
- Maintaining social media content when necessary
- Manage the approval of web site changes through the approved process to ensure regulatory compliance.
- Implement tracking/tagging on the site to enable MI and reporting.
- Creation of new tools/methods to display content which improves SEO e.g. infographics, calculators.

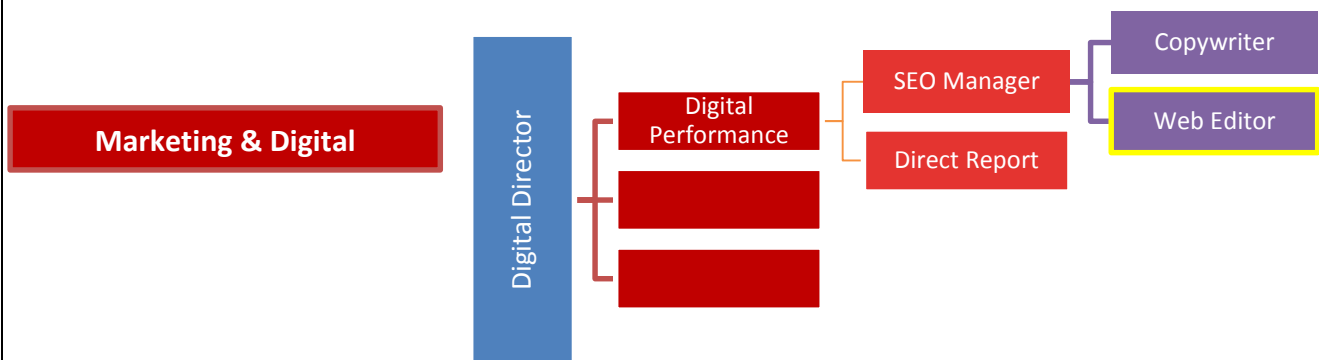
Principal accountabilities

- Creation and deploy new content.
- Edit existing content.
- Provide insight and reporting on web performance.
- Implement improvements to web customer experience for insurance.
- Create simple tools and infographics.

Qualifications, experience and skills

- Experience in Web Editing and Content Management
- Experience creating, editing and managing content
- Experience using CMS systems
- Knowledge with hands on experience using modern web technologies such as HTML5, CSS3 and JavaScript.
- Educated to degree level
- Familiar with Adobe Google Analytics and monitoring content performance
- Experience with Photoshop
- Confident, personable and hard working

Where does this role fit in with the rest of the team?



IT permissions

Please note that the following section is to be completed by the Line Manager:

IT permissions

Job Role	Web Editor
IT Equipment	Laptop, mobile phone; Desk top computer, Monitor, Keyboard, Mouse, desk phone
Applications	Microsoft Office 365, email account, Employee Interaction Centre, Success Factors (L&D); Sharepoint, Capita (travel), Reward site (benefits), Skype for Business, Lync 2013, Adobe Reader, Adobe Flash Player, Adobe Shockwave, Adobe Flash
Software Access	Duck Creek, Dalesridge
Other System/Application	HR Cascade
Approved by [System Owner]	
Job Title [System Owner]	
Date	