



Website Content Lead – Role description

About IC Change

IC Change is a volunteer-led campaign calling for the UK Government to ratify the Istanbul Convention on violence against women. The campaign launched in 2014 with [a petition](#) and now has a coalition of over 70 organisations. In 2017, the campaign helped to secure the [Preventing and Combating Violence Against Women and Domestic Violence \(Ratification of Convention\) Act 2017](#).

About the role

We are looking for a Website Content lead to manage and maintain our website to increase the campaign's impact, ensuring that it is engaging, up-to-date and easy to use. Working closely with the campaign's Communications lead, you will play an important role in helping us to communicate effectively about the campaign, including why we are calling for change and how people can show their support.

About you

We're looking for a creative individual who is passionate about addressing the issue of violence against women. You seek to campaign from love. And you understand the importance of self-care, not least snacks.

You'll be someone who:

- Is passionate about ending violence against women.
- Seeks to create change from and in love.
- Is positive, motivated and able to work with people who are not like you.
- Has a creative and flexible attitude.
- Can help to build and strengthen the volunteer team.
- Can work independently and alongside others.

Importantly, we are a passionate team of volunteers who are learning a lot of what we do as we go. A commitment to learning and growing is more important than previous experience.

Responsibilities

- Oversee and manage the campaign website.
- Upload content and propose a website content strategy.
- Ensure that the content on the website remains up-to-date, relevant and engaging, and appeals to our key audiences.
- Work with the Press lead and Communications lead to ensure information regarding upcoming events and moments, and news articles are posted on the website.
- Identify opportunities to improve our website to increase web traffic and user engagement (including mobile responsiveness and accessibility) and implement agreed improvements accordingly.
- Track engagement across the website and report back to the team on this and key learnings.

Skills, knowledge and experience

- Experience of publishing, editing and managing content for websites using WordPress.
- A good eye for app and web layout, user experience, with SEO skills.
- Knowledge of and appreciation of good user experience and user journeys.
- Understanding of accessibility criteria and application in web design.
- Strong written communication skills, as well as attention to detail and proofreading skills to flag copy or content errors.
- Experience using WordPress.
- Excellent project and time management skills.
- Self-starter who is able to take initiative and can work independently and as part of a team.

Desirable:

- Basic practical knowledge of HTML to allow effective troubleshooting and tweaks where possible/necessary.
- Knowledge of, and ability to use web measurement tools such as Google Analytics.
- Experience or knowledge of campaigning.



If you are interested...

If you are interested, please email us with answers to 3 key questions to icchangeuk@gmail.com by **Wednesday 12 January at 5pm**.

- Why are you interested in the role and the campaign? (Up to 300 words).
- Tell us briefly about your background and why you think you'd be a good fit for the role. (Up to 300 words).
- Have a look at [the website](#) or our Facebook or Twitter ([@ICchangeUK](#)) and tell us one idea you have to take this campaign forward. (Up to 300 words).

The process

Not knowing the process and timeframe isn't fun. Make sure to read our joining the IC Change team (PDF version [here](#) or Word version [here](#)) for more about how we work and what to expect from applying.

If you have any questions

If you have any questions or concerns about the role or process, do get in touch via email on icchangeuk@gmail.com or call us on 07444655421. This phone is a campaign phone so will only be on between 9am and 7pm Monday - Friday. If we miss your call, we will do our best to call back as soon as we can.