



Chartered
Institute of
Taxation.

Website Manager Permanent Role

Job Pack
May 2022

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Welcome

Thank you for showing interest in the **Website Manager** vacancy role at the CIOT. As an educational charity and the leading professional body in the UK for advisers dealing with all aspects of taxation, if successful, you will be joining a dedicated team of staff and volunteers who ensure that we continue to meet our primary purpose of promoting education in taxation. Our key aim is to achieve a more efficient and less complex tax system for all and you will see from our annual reports that we do this through a wide range of activities.

Like many other organisations, the past two years has seen an acceleration in our services being offered through more digital and flexible means. We have adapted and performed well and are keen to harness opportunities to continue to grow the CIOT and CTA brand in the UK and through our global partnerships. This is a new role, which will be working with an established and committed team to deliver against our three strategic aims of Education, Standards and Voice. We have a number of exciting initiatives that we would like you to both lead and play a supporting role on, and we will talk more about some of those through the selection process. We'd also like you to bring your ideas and experience to the role to help us innovate and meet the needs of all our key stakeholders.

I hope you will consider applying for this role and become part of our friendly and committed team.

Helen Whiteman

CEO



The Organisation (CIOT)

The CIOT is the leading body in the UK for taxation professionals dealing with all aspects of taxation.

- Our key aim is to achieve a more efficient and less complex tax system for all and you will see from our annual reports what we do.
- As an educational charity and the leading professional body in the UK for advisers dealing with all aspects of taxation, our comments and recommendations on tax issues are made solely in order to achieve this aim; we are an entirely apolitical organisation
- The CIOT is the leading body in the UK for taxation professionals dealing with all aspects of taxation and our primary purpose is to promote education in taxation

Membership of the CIOT is by examination, nationally recognised as the gold standard of UK taxation education. We support our 19,000 members and 5,000 students throughout their tax careers, providing assistance through our London-based head office and worldwide network of 40 branches.

The CIOT is a registered charity, number 1037771 and a regulatory body for the purposes of Anti-Money Laundering supervision of tax practitioners.

The CIOT is a member of the Confédération Fiscale Européenne (CFE) and is registered under the European Commission's Transparency register, number 91596579174-61.

The CIOT is managed by its chief executive and directors, under the strategic guidance of the Council.

The CIOT is a company established under Royal Charter. Its governing documents comprise the Charter, Byelaws, Member Regulations and Council Regulations.



Role Description

The role is responsible for embedding and evolving the digital presence of the Chartered Institute of Taxation (CIOT) including our Low Incomes Tax Reform Group (LITRG). LITRG provides web-based guidance on tax issues aimed at low-income, unrepresented taxpayers. The role includes managing our current websites (www.tax.org.uk, www.litrg.org.uk, www.taxadvisermagazine.com) while developing a robust delivery plan to develop and enhance these websites. The role requires the planning, implementation, management, monitoring and upgrading of the CIOT's websites. The role of the Website Manager will involve liaising with all teams to implement changes needed to respective areas of the websites.



Key Accountabilities

- Plan, implement, manage, monitor, and support any upgrades of the LITRG and CIOT websites.
- Progress website developments and provide digital content support for the LITRG and CIOT websites, particularly overseeing anything that may need updating/revising and ensuring technical updates/revisions are actioned.
- Provide support and training to the LITRG team administrator and other LITRG staff in relation to content uploading to the LITRG website.
- Implement changes to the websites in consultation with internal stakeholders including changes to navigation, improvements in usability and user journeys, developing new sections, and content. To include advising on how user experience of the LITRG website could be improved/making proactive suggestions.
- Support page updates and changes during busy periods.
- Maintaining links and ensuring pages work.
- Managing the annual updating process across teams to ensure deadlines are met and all updates are made to the LITRG website.
- Keep up-to-date on the websites' analytics for CIOT and LITRG. Report back to the relevant Heads of Departments on a regular basis, ensuring CIOT and LITRG analytic data is recorded, providing written updates for the LITRG advisory panel and CIOT Council reports about website status and developments.
- Keep up-to-date with, and implement, the latest SEO best practice. Provide proactive advice to CIOT marketing and LITRG team on how to get pages better visibility in Google/other search engines
- Generally oversee the smooth functioning of the website including managing and supporting progress of any technical issues and communicating with website developers to resolve them (if they cannot be resolved internally).
- Liaison with external contacts/website development partner to develop layout and design and troubleshoot ongoing issues; in conjunction with Marketing team and Head of LITRG/LITRG team to develop the websites.
- Improve alerts from the websites and passing on development learning
- Research, design and implement different ways of presenting information online.
- Working with the CIOT marketing, IT and LITRG to develop a plan for the CIOT and LITRG websites and monitor progress against the plan.
- Oversee the potential migration of the LITRG website to a new CMS platform, working with the team to build a list of requirements, advising on design of the new website, working with the Head of IT to find suitable providers, managing the migration of any material, troubleshooting any problems and ensuring all appropriate redirects are in place.
- Optimise the CIOT and LITRG websites to help drive and support digital marketing strategies including: SEO, PPC, geo-targeting, and social media.
- To perform such other duties as may be assigned.

Job impact (desired impact of this role)

- Provide excellent website management for LITRG and CIOT websites.
- The websites operate effectively and follow website best practice.
- Website issues are identified and dealt with quickly and professionally.
- Helping LITRG achieve its information provision and campaign work objectives

Skills Needed to Fulfil the Role

- Exemplary written and verbal communication skills
- Experience in website management and development.
- Google Analytics, and SEO experience of best practice.
- Strong understanding of HTML and web editing experience essential.
- Knowledge of Kentico and Drupal CMS. Microsoft Office 365.
- Experience of managing multiple websites, across different platforms (including Drupal).
- Ability to keep up to date with the latest content marketing and digital trends.
- Multi-tasking essential with monthly, quarterly and yearly deadlines.
- Project planning and delivery
- Previous experience of website platform migration
- Troubleshooting skills – resolving website errors/problems

Salary & Benefits Package

Contract type & Salary

This is for a permanent contract. The salary for this role is circa **£39,000 - £42,500** per annum, 35 hours per week (remote working considered). We will consider part-time and job share requests.

Pension

You will be automatically enrolled into the Aviva Group Pension Plan (9% employer and 3% employee contribution) upon joining.

Insurance

- Income protection cover which provides up to 75% of salary for a period if you are absent due to ill health for more than 13 weeks.
- 24-hour group personal accident scheme providing a sum equal to up to three times current salary in the event of your permanent disability/loss of a limb/ death.
- Non-contributory life assurance cover of 4 times your salary.

Holiday entitlement

The organisation offers a generous holiday entitlement from 22 – 27 days depending on length of service.

Optional Benefits

Aviva (private medical insurance)

You can join our company-paid private medical insurance scheme which pays for the cost of private medical treatment for acute conditions.

Healthshield Essentials (including Employee Assistance Programme)

You can join our health & benefit programme. We pay the cost for the basic level (including any dependent children). The benefits include the refund of a range of medical costs (dental, optical, physiotherapy, etc) and an employee helpline covering medical and legal issues and counselling.

Interest-Free Loans

After 6 months of service, you may apply for an interest-free loan to help with the purchase of a season ticket or a bicycle.

Continuous Professional Development

The Chartered Institute of Taxation requires all professional employees to maintain their CPD activities and offers an exciting range of learning opportunities through its branch and conference programmes.



Guidance Notes for Applicants

Thank you for considering working with us. These notes are designed to help you through our application process. However, if you have any questions regarding the process that are not covered here, please do not hesitate to contact **Renata Sandra-Toth** at RSandra-Toth@ciot.org.uk for advice.

The timeline for this recruitment process is as below

- **Closing date – 20th May 2022**
- **Deadline written test – 26th May**
- **1st stage interviews 8th and/or 9th June 2022**
- **2nd stage interview 13th June**

You can apply by submitting a covering letter and up to date CV via email to Renata Sandra-Toth at RSandra-Toth@ciot.org.uk. Your covering letter should make it clear how your skills and experience match those described in the advert or job description.

If you wish to find out more about the role before applying you may do so by emailing RSandra-Toth@ciot.org.uk or calling HR on 020 7340 0590. This will not prejudice your application in any way.

If you do not hear from us within 2 weeks of applying this means that you have not been shortlisted on this occasion. Failure to be shortlisted for one role does not bar you from applying for others when they are advertised. This post will be resourced through a two-stage interview process.

If you are invited to interview you must confirm your attendance by the deadline stated in the invitation email. If you do not do so we will assume you are no longer interested. If there is to be a presentation or test you will be informed of this in advance.

If you have a disability and require special arrangements to be made, please notify us as soon as you are shortlisted so we can try to accommodate your needs.

You will be told during the interview when you may expect to hear the outcome.

Although we appreciate the time and effort that goes into applying for a post with us, we do not give individual feedback on applications or interview performance.

Successful candidates will be required to provide their original qualifications, proof of the right to work in the UK and the details of two referees before they commence employment.

We look forward to receiving your application.



