



Web Manager

Role Overview:

Based in the Marcomms team the Web Manager will have overall responsibility of IMEX Groups' website portfolio (IMEX Frankfurt, IMEX America and IMEX Group).

This role will ensure that IMEX websites deliver an industry-leading online experience, extending and enhancing IMEX's established digital offering to ensure that they operate as a 365-shop window to IMEX events and brand whilst delivering an exceptional customer journey.

The Web Manager is a full-time role and will line manage the Web & Digital Marketing Executive. The role belongs to the Marketing, who are responsible for setting the marketing strategy, whilst simultaneously working in close alignment with the IT & Transformation department.

Leading the way on digital UX/UI – working on a model of continuous improvement and ensuring that our customer journeys and experiences are mapped and meet business objectives.

Key Tasks:

Overall responsibility for IMEX Group's websites (imex-frankfurt.com, imexamerica.com, imexevents.com and customer portal websites):

- Lead the strategy of our "domain matrix" to suit modern business needs as well as set the overall strategy of our sites including clear objectives and key results (or KPIs).
- Work with the IT&T team to develop schedules and action these.
- Work with the internal team including content creators, designers and marketers to ensure timely updates to all sites via the CMS (ExpoPlatform & Craft).
- Work with IT&T team on the improvement of customer portals and their interface with the public facing websites.
- Recommend and implement a comprehensive SEO (organic and technical), web optimization and conversion strategy (with support of digital and content marketers).
- Contribute to the future "digital transformation" journey of IMEX including virtual events, networking initiatives and commercial development opportunities.
- Recommend and implement revenue generating projects for our web estate
- Report regularly using data and insights from our digital portfolio.



Skills & Experience:

- **Line-Management:** Previous experience of having employee's report directly to yourself, ensuring their day-to-day deliverables are met to the standard of the business.
- **Project management:** Previous experience of managing projects, ensuring that deadlines are met with a high degree of stakeholder management.
- **Website Management:** The ability to manage multiple websites to ensure they are meeting functionality, journey and business objectives, working on a continuous improvement model.
- **Web Design Management (UX/UI):** Experience in auditing, strategy and optimisation – ensuring optimum journey, experience and flow.
- **Web Content Management:** Experience in managing the web content (text, images, videos) – planning, creating and editing, and update based on web strategy and business needs.
- **Web Performance Reporting and Analytics:** Experience in monitoring and improving web performance and analytics (speed, usability, and effectiveness) including analysis the web traffic, behaviour, and conversion data to evaluate the web performance and identify the areas for improvement or system enhancements.
- **Web SEO/SEM Governance & Analytics:** Experience in Building and implement an SEO strategy/methodology and process using the tools available to analyse and solve and enhance SEO capability.
- **Collaboration:** The ability to work collaboratively and in alignment with other departments and internal stakeholders.

Who are you?

- 3+ years web management experience ideally in a B2B or events environment
- Experience of managing websites, understanding the customer journey and the role that websites play as a shop window to business
- Experience of driving sales through a web strategy (event sales a bonus)
- Someone who drives website governance and stays up to date with best practices
- Able to lead the way in SEO/SEM – building a strategy and implementing the strategy to support business objectives
- Hungry to continuously improve, staying up to date with the industry leading models and approaches that ensures that IMEX is also continuously improving.

Location – based at our office in Hove, with flexible working available (minimum of 3 days per week in the office)

If you think this is the role for you please send your CV to recruitment@imexevents.com and we will come back to you as soon as we can.