

Job Description: Online Experience Coordinator

Job Purpose:

To provide support to the Online Experience Team, ensuring that relevant KTN audiences are offered a fully engaging and valuable online experience.

Reporting to: Web and Analytics Manager

Scope:

The Online Experience Coordinator will support the Communications and Events Team in ensuring that 'online' is an integral and integrated part of their engagement with KTN.

Grade: Coordinator Level 1

Location: Office-based working in Edinburgh with some UK travel expected.

Key accountabilities:

- To support the Web and Analytics team in ensuring that KTN's online presence offers a valuable user experience for our target audience
- With the team, to be a first responder to KTN's digital channels
- To work with the team to interpret between live activity and online experience, ensuring that both line up in brand, content and experience
- To support the analytical reporting on key areas
- To support specifically on the launch and development of an improved KTN website and internal team site

Job responsibilities

- To work effectively and add value as part of a UK-wide Events and Communications Team
- To support in the reporting of relevant online statistics per campaign, per team or across the business as required
- To work as part of an effective internal team including communications managers, technical experts (Knowledge Transfer Managers) and Event Managers
- To promote best practise online across KTN
- To work with the Web and Analytics team to initiate and explore ideas and opportunities for engaging new and relevant audiences
- To continually look for ways to innovate and improve KTN and Innovate UK positioning online – internally and externally - as part of a wider campaign of engaging with

stakeholders across business, research and government in order to accelerate innovation.

Experience and qualifications

- Experience in managing dynamic website and continuous flow of web content
- Advanced user of Google analytics (specifically Google Tag Manager)
- Experience in effectively managing multiple social media accounts

Competencies and Attributes

- Organisational and planning skills
- Results-orientated
- Attention to Detail
- Strong communication skills
- Ability to Multi-task across events and activities
- Adaptable
- Self-motivated
- Demonstrated teamwork
- Good sense of humour
- Ability to work under pressure