Digital Website Executive

Location: Hybrid, 3 days per week in Kingston-Upon-Thames office
Salary: £ 28-32k
Reports to: Marketing Manager

Job summary

We're looking for a highly organised, detail-driven website professional to join our growing marketing team as we pursue ambitious growth targets. Our website is our most important shop window, and this role is central to keeping it accurate, polished, high-performing and up to date.

You'll own the day-to-day maintenance of the content on the Yellow Zebra website. You'll take briefs from our copywriters, Content Lead and SEO team and implement them in WordPress quickly and precisely. You'll also play an active role in helping to deliver our UX and CRO projects: identifying issues, gathering feedback, monitoring tests, and checking and testing developments before they go live.

This role would suit someone who enjoys hands-on website work, takes pride in getting the details right, and wants to develop their career in digital marketing with real input to a business-critical channel.

Reporting to

You will report to our Marketing Manager. Day to day, you'll work closely with the Content Lead, the copywriters, the Digital Marketing Executive and the Group SEO team, as well as colleagues in Sales, Product and Operations. You will also work with our web development agency, joining regular meetings, raising and tracking tickets, and assisting in testing their work before release.

Key responsibilities

Website maintenance (the core of the role)

- **Implementing briefs:** Build, upload and update content on the Yellow Zebra website in WordPress, following briefs from the copywriters, Content Lead and SEO team. This includes creating new pages, updating existing ones and applying on-page SEO changes as briefed.

- **Accuracy and quality control:** Proofread and check pages before and after they go live, so content, images, links and formatting are correct and consistent with brand and UX guidelines.
- **Website housekeeping:** Carry out routine maintenance, such as fixing broken links and replacing outdated images, and flag errors or inaccuracies to the relevant team.
- **Product updates:** Work with the Product team to keep lodge, itinerary and pricing information on the website current.
- **Images:** Source, resize and upload images from the image library to support page builds and updates.
- **Content calendar:** Make sure website updates go live on schedule and in line with the content calendar.

UX and CRO

- Support the planning, set-up and monitoring of UX and CRO tests, and help report on the results.
- Help identify opportunities and issues on the site by gathering feedback and reviewing user behaviour and performance data.
- Test new website features, fixes and developments across browsers and devices before they go live, and log any issues.
- Liaise with the web development agency: raise and track tickets, clarify requirements, and check delivery against the brief.

Wider marketing support

- **Content calendar:** Support the team in delivering the content calendar, with a focus on making sure website updates go live on schedule.
- **Brochure:** Help the Content Lead keep the digital brochure up to date, and support new brochure projects by collating content and sourcing imagery.
- **Image library and brand assets:** Help the team manage and organise the image library, and keep brand assets and collateral current.
- **Product and industry knowledge:** Build a good understanding of our products and core revenue drivers. Keep up with competitor activity and industry news.

Essential

- Hands-on experience with WordPress or a similar CMS, including content updates and page creation.
- Experience in a marketing or website-focused role.
- Exceptional attention to detail and a strong eye for accuracy.
- Strong written and verbal communication skills.

- Good organisational skills and the ability to manage several workstreams and deadlines at once.
- Comfortable working from briefs and collaborating with a range of colleagues, including external agencies.
- A degree, a marketing qualification, or equivalent practical experience.

Desirable

- Experience in the travel industry, especially safaris.
- Previous exposure to UX and CRO projects
- Familiarity with web analytics and testing tools such as GA4, Search Console, Hotjar or Microsoft Clarity.
- Basic understanding of SEO, plus HTML/CSS basics.
- Experience with Canva, Photoshop or similar tools for preparing web images.