



Join a friendly, employee-owned, award-winning international business as a Website Development and Support Manager

Located in Wadhurst, East Sussex (UK), Nikwax Ltd. and Páramo Ltd. are successful outdoor businesses that are run by a close-knit, friendly and hardworking team, whom we are proud to call Partners. We offer competitive rewards and a flexible hybrid working approach, with a balance of homeworking and in office days.

Nikwax is a leading manufacturer of care products and material systems for outdoor clothing, footwear and equipment. Our dedicated Partners develop and manufacture our range of products in-house. As the only outdoor company to have won the Queen's Award for Sustainable Development, Nikwax has an ongoing dedication to minimise impact on the environment and we have carbon balanced our operations since the company was founded in 1977.

Páramo Directional Clothing designs durable garments for outdoor people who want to stay comfortable in all weathers and environments. Páramo has a partnership with the Miquelina Foundation in Bogotá, Colombia, where the garments are manufactured, all carrying the Fair Trade Label, by a skilled team of women, whom we have helped transition from exploitative situations and prostitution to find a better life for themselves.

We highly value our Partners, and this is an exciting opportunity to join our group.

The Role

You will improve consumer website engagement with all group websites by implementing projects to enhance consumer experience, boost website performance and clearly communicate the companies' distinct competitive advantages.

Our three main geographical Nikwax websites have approximate annual statistics as follows:

- UK site has 293k visitors and 829k page views
- US site has 143k visitors and 379k page views
- German site has 46k visitors and 145k page views

Our Páramo website has 628k visits and 2.4million page views a year.

Our websites are bespoke and are developed and maintained in house.

You Will

- Propose and implement projects to improve our consumers' digital experience and the communication of the companies' distinct competitive advantages
- Ensure consistent application of best practice and pro-actively identify opportunities and propose action to improve the performance of digital channels
- Make sure that the team's output is consistent with brand guidelines and facilitates clear communication of brand messages
- Manage the daily allocation, prioritisation, scheduling and delivery of the team's actions via the Helpdesk
- Ensure the team's work is compliant with known legislation and stay informed of regulatory and best practice developments that may affect us
- Provide support, guidance and expertise to the website developers and content administrators particularly with regard to HTML, PHP, CSS and understanding of web database design
- Be responsible for the management of consumers into our database.

You Will Be

- Experienced in website development and management, with competence in PHP and JavaScript
- Knowledgeable regarding analytics software (such as Google Analytics) to assess site performance for ongoing monitoring and management purposes
- A multitasker with excellent communication skills and able to drive and deliver projects to schedule
- Skilled in using e-commerce platforms and Content Management Systems (CMS)
- Experienced in using HTML, CSS, and Adobe design packages such as Dreamweaver and Photoshop
- Familiar with using digital campaign tools e.g. Google AdWords; tracking and tagging software such as Google Tag Manager and email tools such as Dotmailer or MailChimp.

This role will be based from home, and could be undertaken from any geographical location worldwide. The successful applicant will be required to attend our offices in East Sussex (United Kingdom) on a regular basis; the frequency of this will depend on their home location.

The Rewards

- Competitive benefits and rewards including profit related bonus scheme
- Work in a friendly and informal environment
- Work for an employee-owned business where you can clearly see the effect of your efforts
- Work for a Group with values that you can believe in.

We are passionate and committed to being an inclusive and diverse employer, encouraging different perspectives and experiences to make us a more innovative and creative workplace.

To Apply

If you would like to apply for this position, please send your Covering Letter (clearly stating your salary requirements) & CV by no later than 4th September 2002 to recruitment@nikwax.co.uk

Candidates must be able to provide evidence of their right to work in their required work location.

Our applicant privacy policy is here: http://www.nikwax.co.uk/en-gb/aboutus/careers_with_nikwax.php