

# LEDGER BENNETT

## Web Producer

At Ledger Bennett, we strive to help our employees find passion and purpose. We're looking for commercially driven strategic marketers, sales professionals and data scientists to help build the most advanced revenue services business in the world. We build and deliver exceptional campaigns, driving continued performance improvements through an analytical, data-driven approach. Using a mix of online channels, web analytics and the latest and greatest B2B marketing technologies, we provide strategy, consultancy and delivery to clients who expect results.

### **What will my new role involve?**

You will focus on development of web and landing pages within a CMS with a continuous drive for improvement on performance and quality. The day-to-day will focus on the delivery of web pages for global, multi-national technology companies balancing technical requirements with compelling creative and messaging.

### **As our Web Developer, you'll be trusted to:**

- Create, update, and maintain content in Content Management System (Adobe CQ5/AEM).
- Support in production and maintain accurate reports and logs of page production and versioning, including upcoming and historic changes.
- Managing the priorities, coordination and communication with Client
- Working with the PM and stakeholders to manage campaign, product and resource roll-out, and coordinate with supporting marketing activities and Regional Marketers for smooth execution.
- Tracking content through planning and development, monitoring its status and implementation according to a delivery plan.
- Monitor and quality control Global content for the site from multiple regions and troubleshoot or escalate as required.
- Facilitate structuring and documentation of web requirements.
- Have an overview of the approach to web and what the 'go to markets' standards entail.
- Determine, manage and oversee the localization process and flow of global pages to regional sites.
- Provide input into SEO, UX, User Journey, Taxonomy and Site Architecture.
- Support the production of digital graphics using Photoshop, including uploading to the Digital Asset Management System.
- Ensure that marketing materials comply with all Corporate brand and style guidelines.

### **You're an excellent fit for this role if you have:**

- An inquisitive mind and positive attitude, bringing structure and best in class performance to a growing team.
- Experience working within an international, multi-lingual, multi-domain web estate

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- Evidence working with a wide range of stakeholders and communicating effectively on website project delivery - creating, updating and owning process where needed and to tight timelines
- Experience of managing multi-language websites and translation workflows
- A track record in gathering business requirements, implementation planning and appropriate level of documentation
- Highly desirable; experience in UX, User Journey, Taxonomy management. Site Architecture, salesforce, proven results in on-page and understanding technical SEO
- Desirable: Experience within web analytics platforms such as Adobe SiteCatalyst, Omniture, WebTrends, Google Analytics, AdSense (or similar) and technical knowledge of web development languages (such as HTML, CSS)
- Desirable: working knowledge of data segmentation and how this drives dynamic web content

## What can we offer you?

At Ledger Bennett, we are proud to offer some of the best benefits in the B2B marketing space. As our Web Producer, you will be entitled to a competitive salary, plus a range of benefits including:

- Uncapped Holiday Allowance
- A matched stakeholder pension plan, up to 5%
- A fully flexible WorkStyle
- Full 4 x salary life insurance
- Choose your own IT, home office equipment
- Free and confidential anytime access to an award-winning Employee Assistance Program which includes, Free counselling, Financial advice, Legal advice
- Corporate Social Responsibility (CSR) activities (In 2021, we are partnering with Mental Health nonprofits to support their goals; involving our team in mental health workshops, and more)
- Our Health and Wellness cash plan which includes Up to 100% money back for everyday healthcare benefits such as Dental, Optical and Physiotherapy, Children living at home and studying full time covered up to the age of 21 at no extra cost, and gym membership discounts.

## Why work for Ledger Bennett?

We believe that in the next 5 years Marketing, Sales and Customer Success functions will be replaced with a single Digital Revenue Team offering frictionless, transparent, recurring revenue growth. At Ledger Bennett you will implement best-in-class solutions and adopt new and emerging technologies. We are a well-established business of experienced digital professionals working in global teams to deliver data driven solutions to complex marketing, sales and customer success problems. We are growing rapidly with offices in London, San Francisco and Chicago.

So, if you have the skills, hunger, and experience to be a part of the revenue revolution, then join us as our Web Producer, **click APPLY with your CV.**