

# Job Description: Temporary Digital Marketing Coordinator (CRO Focus)



**Department:** Central Marketing Team

## **Job role overview:**

Reporting to the Global Website Manager, this role will support the management and maintenance of content across Triumph Motorcycles' global websites. The position will focus primarily on content entry, updates, and ensuring that website pages accurately reflect current products, campaigns, and marketing priorities.

Working with the wider digital team, the role will help ensure content is delivered in line with global standards and published in a timely and consistent manner across markets. Responsibilities will include updating web pages, supporting product and campaign launches, and maintaining the overall quality and accuracy of website content.

The role will also provide support for conversion rate optimisation activities where required, assisting with the implementation of tests, reviewing performance data, and making small content improvements to help enhance user journeys and key conversion points.

This is a one-year fixed-term position covering maternity leave

**Report to:** Global Website Manager

**Location:** Factory 2, Hinckley

## **Duties and Responsibilities:**

- Support the management and maintenance of content across Triumph Motorcycles' global websites.
- Carry out content entry and updates to ensure pages accurately reflect current products, campaigns, and marketing priorities.
- Work closely with the wider digital team to ensure content is delivered in line with global standards and published consistently across all markets.
- Update web pages and support product and campaign launches.
- Maintain the overall quality, accuracy, and presentation of website content.
- Assist with conversion rate optimisation (CRO) activities, including implementing tests and reviewing performance data.
- Make content and journey improvements to enhance user experience and key conversion points.
- To undertake and assist with projects as required by your manager.
- Any other ad-hoc duties as required by your manager

## **Skills & Experience required:**

- **Website Content Management Experience:** Experience supporting website content updates, page builds, and ongoing maintenance within a CMS environment, ensuring content is accurate, well presented, and aligned with marketing activity.
- **Content Optimisation Awareness:** Understanding of how content structure, layout, and messaging influence user engagement and website performance.
- **CRO Understanding:** Familiarity with conversion rate optimisation principles and how small content or journey improvements can support key website goals.
- **SEO Knowledge:** Awareness of SEO best practices and how website content can be structured to support search visibility and user experience.
- **Analytical Mindset:** Comfortable reviewing website performance data using tools such as Google Analytics, heatmaps, or similar platforms to support content improvements
- **Testing and Optimisation Support:** Experience supporting website testing initiatives, such as A/B testing or page optimisation, and assisting with the implementation of improvements.
- **Organisation and Collaboration Skills:** Strong organisational skills with the ability to manage multiple tasks, work to deadlines, and collaborate effectively with internal teams and external partners.

# Person Specification: Temporary Digital Marketing Coordinator (CRO Focus)



|   | Essential   | Desirable   |
|---|---|---|
| <b>Qualifications and Attainments</b>               | Maths and English GCSE grade C / 4 or above.  |   |
| <b>Professional Experience and Skills</b>           | Proficient in Microsoft Packages including Excel, Word and Outlook.   | Experience in the automotive or motorcycle industry would be advantageous but is not essential.<br><br>Experience supporting global or multi-market websites would be beneficial. |
| <b>Personality and Motivation</b>                   | <p>Self-motivated and resilient.</p> <p>Flexible and adaptable.</p> <p>Able to take instruction and work under pressure.</p> <p>Excellent communication skills, clear and concise written and verbal skills.</p> <p>Attention to Detail: A high level of accuracy when working with website content, ensuring consistency and quality across all updates.</p> <p>Strong Communication Skills: Clear written and verbal communication skills, with the ability to work collaboratively with colleagues across marketing, product, and digital teams.</p> <p>Adaptability and Problem Solving: Able to respond positively to changing priorities and identify practical solutions to day-to-day challenges.</p> <p>Proactive Approach: Demonstrates initiative and a willingness to take ownership of tasks and support the wider digital team.</p> <p>Team Player: Comfortable working within a collaborative environment and contributing positively to team objectives.</p> <p>Global Awareness: Comfortable working with content that supports multiple markets and understanding the importance of consistency across global websites.</p> |   |
| <b>Appearance and Characteristics Circumstances</b> | Well presented.   |   |
|   | Flexible working hours  |   |