

Website & Digital Content Officer

 gateway
qualifications

learning your way

A message from our Chief Executive Officer

Welcome to Gateway Qualifications

Our vision is 'to be the awarding organisation of choice, supporting learners and apprentices through their gateway to success'.

We do this by creating the highest quality products and services that are accessible to all learners and apprentices and that meet the needs of all types of providers.

Our expert teams have been supporting providers and supporting learner success for more than 30 years. Over that time, we have constantly evolved to remain responsive to our customer requirements and the changing demands of the learning and skills sector.

Our own success is supported by our genuine desire to provide the best service possible, through sharing our expert knowledge and sector experience, and by building strong working relationships with centres and partners.

If you work hard to be the best in your field and thrive on working as part of a team, we would like to hear from you.

It is only through our people we can continue our success story. We look forward to meeting you.

Fabienne Bailey
CEO

About Gateway Qualifications

At Gateway Qualifications our focus is on creating the highest levels of in-demand qualifications which are accessible to everyone enabling all learners to thrive. To do that, we want people working with us who represent and reflect the diversity of everyone in the UK. As an equal opportunity employer, we therefore encourage applications from people of all backgrounds and are committed to employment practices that promote diversity and inclusion.

As an Awarding Organisation we offer a wide range of Regulated qualifications, Apprenticeships and Access to HE Diplomas and can develop new qualifications and quality assure in-house training.

By joining Gateway Qualifications, you'll become part of an award-winning team dedicated to making a meaningful difference in the lives of learners. Our commitment to excellence has been recognised across multiple categories at the Federation of Awarding Bodies (FAB) Awards, including accolades for our qualifications, learner support, innovation, and collaborative partnerships.

We're proud of the impact we make, and we're excited to welcome others who share our passion for quality, integrity, and learner success.

How To Apply

If you are interested in this role, click on the 'Apply Now' button at the bottom of the job page and please ensure you **attach your CV and a Covering Letter explaining why you are suitable for the role.**

The closing date for applications is **midday on Friday 17th April 2026**. Please note that we reserve the right to close vacancies early if we receive sufficient applications. We may also consider applications as they arrive and may start interviewing prior to the closing date. **If you are interested, we encourage you to submit your application as early as possible.**

Shortlisted candidates may be required to complete an online skills assessment and/or a role-related task as part of the selection process.

Interviews will be held online to ensure accessibility and flexibility for candidates, and these are expected to take place between 29th April and 5th May 2026.

Please note that you must have proof that you have the right to work and live in the UK.

Job Details

Job Title	Website and Digital Content Officer
Reports to	Marketing Manager
Division/Department	Commercial / Marketing
Employment Status	Permanent
Working Hours	Fulltime, 35 hours per week. Hours and days to be agreed with manager and may be subject to change to respond to customer needs.
Responsible For	n/a
Location	This is a fully remote, work-from-home role, giving you the flexibility to work from anywhere in the UK.
Salary Range	£27,400 - £32,450 per annum (depending on experience)

Job Purpose

To manage and improve the organisation's website and digital content across all channels. The Website and Digital Content Officer will ensure content is accurate, accessible, and engaging, and supports the organisation's wider marketing activities. The role involves creating content, maintaining content calendars, and managing day-to-day content updates, as well as troubleshooting and developing website and email functionality within the CMS.

Responsibilities and Accountabilities

Accountable For

- Maintaining and updating website content using WordPress CMS.
- Creating, adapting, and publishing content across digital channels, including social media, email campaigns, and website pages.
- Working closely with the digital agency to implement site developments and troubleshoot technical issues.
- Monitoring website performance and analytics, recommending and implementing improvements to user experience and onsite SEO.
- Coordinating and supporting colleagues across the organisation to keep website content up-to-date and accurate.
- Overseeing routine website maintenance, including page audits, link checks, and content lifecycle management (e.g., archiving and updating outdated pages).
- Providing training and guidance to colleagues on using the CMS and contributing content effectively.
- Ensuring compliance with accessibility standards, GDPR, and usability best practice.

Responsible For

- Supporting the planning, development and maintenance of content calendars and social media schedules to support marketing campaigns and wider organisational needs.
- Building and scheduling email campaigns using the organisation's email marketing platform.
- Collaborating with the marketing team and other departments to ensure consistent messaging across digital channels.
- Troubleshooting website and email issues, liaising with internal teams and external suppliers as needed.
- Keeping up to date with digital best practices and proposing innovative ideas for website and content improvements.
- Ensuring brand consistency across all digital content.

Representing the Organisation

- Championing the department, products, and services, representing the company at internal and external meetings, events, and conferences to strengthen existing credibility and reputation through effective relationships with stakeholders

General

- Supporting the team with projects and campaigns as required.

General Statement

All staff are expected to create an environment of service excellence by engaging and thinking from the customers perspective and being highly motivated to deliver outstanding customer service.

All staff are expected to be aware of and comply with the policies, processes, and procedures of the organisation.

You may be asked to undertake any other duties commensurate with the nature and level of the post. The duties and responsibilities outlined in this job description are liable to change to meet the needs of the business. The Chief Executive Officer will discuss and agree any significant changes that arise.

Person Specification

Qualifications

- Minimum Level 4 qualification in Digital Marketing or a related subject such as Business or Communications, with a demonstrable interest in Marketing.
- Demonstrable ongoing CPD in Digital Marketing.

*Applications will also be considered where equivalent knowledge can be demonstrated through experience.

Experience, Knowledge & Skills

- Experience creating engaging content for websites, social media, and email campaigns.

- Ability to develop and maintain content calendars and social media schedules.
- Experience managing websites using WordPress or a similar CMS.
- Good understanding of basic HTML, CSS, SEO, and digital accessibility for CMS-based edits.
- Familiarity with email marketing and automation platforms and basic email HTML.
- Experience troubleshooting website and email issues, working with agencies or suppliers to resolve problems.
- Understanding of multi-channel digital marketing, including social media best practice.
- Excellent communication and interpersonal skills, with the ability to work with non-technical colleagues.
- Strong organisational skills and a proactive, solutions-focused mindset.
- Experience using analytics tools for websites, email, and social media to inform improvements.
- Ability to manage multiple digital channels and prioritise effectively.
- Ability to create digital content that enhances the user experience.
- Ability to adapt and repurpose content for use across multiple digital channels.
- A proficient level of digital literacy, including specific knowledge and experience of working with the Microsoft Office suite (Word, Excel, PowerPoint, Outlook, and Teams) and a range of other digital tools and apps.
- An excellent level of communication skills, specifically written and oral, to be able to communicate effectively with a wide range of stakeholders.
- Excellent time management skills, with the ability to work to deadlines, while managing and prioritising your own workload to ensure efficient and effective outcomes.
- Excellent attention to detail and accuracy.

Personal Qualities

- Creative approach to content development and problem-solving.
- Ability to adapt quickly to changing priorities and digital needs.
- Ability to relate to and work in line with our Values.
- A commitment to providing excellent customer service, both externally to our clients and customers and internally to colleagues.
- An understanding of Equity, Diversity, and Inclusion (EDI), and actively fostering an inclusive environment.
- Ability to work independently and on own initiative.
- Self-motivated with a flexible approach to work and a willingness to undertake regular Continued Professional Development (CPD).

Our Company Values

We believe in involving our staff in all aspects of the business. We asked them to choose our values and behaviours so that it means something. We expect everyone to demonstrate these in their everyday work when representing Gateway Qualifications. All staff and Wider Workforce are expected to conduct their work in line with the organisation's values.



Partnership

Working together
Supporting teamwork across the organisation
Communicating, listening, supporting, and collaborating



Integrity

Behaving ethically, with openness and honesty
Trusting and respecting each other
Taking ownership of our performance



Originality

Embracing change
Thinking creatively and innovating
Encouraging positive risk taking



Quality

Striving to do things right every time.
Taking pride in what we do
Continuously improving

Working at Gateway Qualifications

We are both a business and a charity, united by a mission to support our centres and empower education across the UK.

Our leadership team and Board of Trustees is deeply committed to our educational and charitable goals, ensuring everything we do is driven by purpose and impact.

We take pride in our customer-focused approach, collaborating with schools, colleges, charities, and learning providers nationwide to deliver meaningful outcomes.

Our team is made up of 60+ core staff, supported by a wider network of consultants and associates (our wider workforce), bringing our total workforce to around 200 dedicated professionals.

Our Benefits

Salary: We all like to feel we are fairly rewarded for our hard work. At Gateway Qualifications equality and fairness are a core part of our HR strategy. We have an open and transparent pay scale model that rewards staff through a 6 point pay scale.

You will be able to progress through the scales based on achieving your objectives and contributing to a successful organisation. The scales are regularly benchmarked, and we believe we pay competitive salaries. We are happy to talk through any queries about the pay as we like to attract the best candidates.

Pension: We offer a fantastic pension scheme. You can pay into the University Superannuation Scheme which is a defined benefit scheme where your pension will be based on your career average salary. Feel free to ask more about this later in the recruitment process.

Annual Bonus: We like to share our success with our staff. If the business is thriving and we achieve our targets, then the Board has the discretion to award all employees with a lump sum bonus. The amount changes from year to year but it means everyone benefits in our team success.

Homeworker Allowance: All employees that work remotely receive a monthly Home Worker Allowance as a contribution towards the costs of utilities.

Working Hours: Our full-time working week is 35 hours. This is a great benefit, but we do sometimes ask for flexibility. This may mean working more hours when we need it and then taking a bit of time off another day with your manager's agreement. We don't do clock watching or filling out timesheets. We trust our staff to do the right thing.

Flexible Working: Our core office opening hours are 8.30am to 5.30pm and we have flexible start and finish times within these hours depending on your job role. We understand that things can change, or you may have the occasional appointment during work hours, and we are happy to accommodate this with your manager's approval.

Holidays: We offer a generous holiday entitlement of 30 days leave plus Bank Holidays. We also close between Christmas and New Year. If you work part-time this is pro-rata.

Supporting You: You'll have regular monthly one-to-one meetings with your manager and quarterly reviews where objectives will be set.

Continuing Professional Development (CPD): We encourage all staff to continue to learn and grow in their careers and we also encourage personal development. All staff are given individual LinkedIn Learning licences, which provides access to thousands of general and specialised learning opportunities.

Communication and Get Togethers: We know how important it is to keep everyone up to date with what's happening across the organisation and sector, while working

remotely. Therefore, we have weekly Thursday Training for all staff where key priorities and learnings are shared and monthly Newsletters for general news and updates.

Working from home can sometimes feel a little removed, so we also manage to squeeze in regular virtual team socials, and we also get together for staff days out. As well as learning new skills these days out of the office are great fun. Previous staff days have included treasure quests, getting creative with power tools, and feeding giraffes and elephants!

Technology & Equipment: We provide all our staff with the necessary technology and equipment for their job role. Staff are required to ensure their home working environment is suitable with an appropriate desk and chair, a reliable, high speed internet connection, and a quiet place to work.

Sick Pay: Although we hope you don't need to use it, it is reassuring to know that if you need to be off work due to a major illness then we are able to support you with a generous sick pay scheme. The benefit increases with service up to 6 months' full pay and 6 months' half pay.

Wellbeing Benefits: We have partnered with some amazing health providers, to ensure that our staff (on completion of probation) have access to 24/7 wellbeing benefits. These include an Employee Assistance Programme (EAP) and Health Cash Plan.

Accreditations

