

Website Administrator

Job Advert



Are you passionate about digital content, e-commerce, and social media? Love working with both creative and analytical tasks? We are looking for a motivated, detail-oriented Website Administrator to join our team at Longacres and help keep our website and online presence fresh, engaging, and aligned with our brand.

You will work closely with department heads, our internet and SEO teams, and the in-house designer to ensure that our website, socials, and digital campaigns are always relevant, visually pleasing, and customer-focused.

Responsibilities would include but not limited to: -

Website & Online Content

- Creating and updating product listings (copy, images, pricing) that are SEO-friendly and visually appealing.
- Managing stock visibility by working with internal teams and keeping OOS tracking sheets up to date.
- Liaising with suppliers for product descriptions, specs and images.
- Supporting seasonal sales by prepping website content ahead of key events like Mother's Day and Christmas.
- Creating and maintaining website categories and drop-down menus.
- Updating meta descriptions and contributing to SEO best practices.
- Writing blog articles and how-to guides with smart internal linking to products and in-store promotions.
- Coordinating with our in-house designer to keep the homepage updated and on-brand.
- Uploading job adverts and recruitment content in collaboration with HR.

Social Media & Email Marketing

- Collaborating with partners and store managers to share exciting updates across Facebook, Instagram, TikTok, and beyond.
- Creating and managing Facebook events, competitions, and social campaigns to drive visibility and engagement.
- Monitoring social media trends and platform algorithms to maximise reach.
- Running regular performance analysis of posts to identify what works and why.
- Creating monthly newsletters and ad hoc mailshots to promote new ranges, events, and offers—online and in-store.

Photography & Visuals

- Taking high-quality product, plant, and in-store photos for use across digital channels.
- Producing short videos and reels for social media.
- Using the in-store photobooth to capture images for product listings and promotions.

Reporting & Analysis

- Generating daily, weekly, and ad hoc sales and performance reports from TradeIT and OpSuite for both online and in-store metrics.

Benefits

- Free onsite parking
- 15% Staff discount
- Holiday entitlement of 28 days, including bank holidays
- Pension plan

Store: Bagshot

Department: IT

Contract: Full time, 37.5 hours per week, Monday to Friday

If you are interested in applying for this position then please email your CV with a covering letter to recruitmentadvisor@longacres.co.uk