

Fidra Tech	Job Description	Ref No.: FTHR0X260112
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Job Title: Website Administrator

Role Overview

The Website Administrator is responsible for managing, updating, and maintaining multiple company websites across different brands and platforms, ensuring content accuracy, consistency, performance, and user experience. This role plays a key part in supporting digital presence, SEO readiness, and content scalability across both **Arabic and English** websites.

The Website Administrator will work extensively with **WordPress** and related tools to create pages, manage site structure, publish content, and maintain media assets while ensuring websites remain organized, functional, and aligned with brand standards.

Key Responsibilities

Website Management & Administration

- Manage and maintain multiple websites across different brands and platforms.
- Administer WordPress environments, including themes, plugins, menus, and page structures.
- Create, update, and organize website pages, navigation menus, and site maps.
- Ensure websites are well-structured, easy to navigate, and scalable.

Content Creation & Publishing

- Create and publish content including pages, articles, blogs, landing pages, and announcements.
- Format and optimize content for readability, UX, and basic SEO best practices.
- Manage multilingual content in **Arabic and English**, ensuring accuracy and consistency.
- Coordinate content updates across multiple websites and brands.

Media & Asset Management

- Upload, manage, and optimize images, documents, and media assets.
- Ensure proper naming conventions, sizing, compression, and placement of images.
- Maintain organized media libraries across websites.
- Ensure visual consistency with brand guidelines.

Site Structure, SEO & Optimization

- Create and maintain website structures, page hierarchies, and internal linking.
- Generate and manage XML site maps and support SEO-friendly site architecture.
- Implement basic on-page SEO elements (titles, meta descriptions, headings, URLs).
- Work with marketing and content teams to support search visibility and performance.

Quality Control & Maintenance

- Ensure content accuracy, language quality, and formatting standards.
- Test pages across devices and browsers for consistency and responsiveness.
- Identify and resolve content-related issues, broken links, or layout problems.
- Support website backups, updates, and basic troubleshooting in coordination with IT.

Coordination & Workflow Management

- Work closely with Marketing, Content, Design, and Product teams.
- Implement content calendars, update requests, and publishing workflows.
- Track changes, updates, and version control across multiple websites.
- Support launches of new websites, microsites, and landing pages.

Cross-Functional Collaboration

The Website Administrator will work closely with:

- **Marketing & Growth** – for campaigns, landing pages, and content updates.
- **Content & Communications** – for editorial planning and publishing.
- **Design Teams** – for visuals, layouts, and branding alignment.
- **IT / Platform Teams** – for hosting, performance, and technical coordination.
- **External Vendors** – for themes, plugins, and specialized support when required.

Key Performance Indicators (KPIs)

- Accuracy and consistency of website content
- Timeliness of content publishing and updates
- Website organization and structural quality
- Multilingual content accuracy (Arabic & English)
- Reduction of content-related errors or issues
- SEO readiness and on-page optimization compliance
- Stakeholder satisfaction with website support

Required Experience & Qualifications

Experience

- 3–6+ years of experience managing websites using **WordPress** or similar CMS.
- Proven experience managing **multiple websites simultaneously**.
- Hands-on experience creating pages, articles, site maps, and menus.
- Experience working with bilingual content (Arabic and English).
- Experience supporting content-heavy or multi-brand environments is a strong advantage.

Professional Skills

- Strong proficiency in WordPress CMS.
- Solid understanding of website structure, UX, and content hierarchy.
- Basic understanding of SEO and on-page optimization principles.
- Strong attention to detail and content quality.
- Ability to manage high volumes of content across multiple sites.
- Strong organizational and time-management skills.
- Comfortable working with images, media assets, and content formatting.

Education

- Bachelor's degree in IT, Computer Science, Digital Media, Marketing, Communications, or a related field.
- Relevant certifications in WordPress, web content management, or digital marketing are a plus.