

Varlink

Job Description

Job Title: Website Administrator

Department: Marketing

Reports to: Marketing Manager

Salary: Up to £28,000 per year, depending on experience.

Company Description

Varlink is a specialist trade-only distributor supplying rugged mobile computers, Auto ID, and EPoS hardware and services to system integrators and IT resellers across the UK. We work exclusively with IT Resellers, System Integrators, and Solution Providers, distributing a comprehensive range of products including:

- Rugged mobile computers, PDAs, smartphones, tablets, and vehicle-mounted computers
- Barcode label printers, mobile printers, and plastic card printers
- Barcode and RFID readers, printer supplies, and label design software
- Application development tools and mobile device management software

We are proud to distribute products from leading brands including 42 Gears, Accuratus, BarTender, Duratis, Havis, Janam, Newland, Opticon, Poindus, SBV, SNBC, SOTI, SUNMI, Syble, TSC, Xprinter, and Zebra.

Role Summary

The Website Administrator is responsible for the ongoing maintenance, optimisation, and performance of the company website and eCommerce platform, with a strong focus on website maintenance, product listing management, website optimisation, and continuous improvement of the customer journey.

This role ensures the website remains accurate, functional, visually consistent, and easy to navigate, while presenting products clearly and effectively to support enquiries, conversions, and customer engagement.

Working closely with marketing, sales, purchasing, and technical teams, the Website Administrator plays a key role in improving the overall digital experience and supporting business growth. The role may also be required to support the wider marketing team with campaign activity and idea generation.

Key Responsibilities

Website Maintenance & Performance

- Manage the day-to-day operation of the website, including regular updates, content uploads, and routine maintenance.
- Administer the website CMS (e.g. WordPress or similar), including managing pages, templates, plugins, themes, and system settings.
- Monitor website usability, performance, and functionality, proactively identifying and resolving issues.
- Troubleshoot website issues, bugs, and broken links in a timely manner.
- Coordinate with internal teams or external suppliers to implement website changes and improvements.
- Ensure website structure, navigation, and content layout support a clear, intuitive, and effective customer journey.

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- Maintain clear and up-to-date documentation for website processes, updates, and changes.

Product Listing Management

- Create, manage, and maintain detailed product listings, ensuring accurate pricing, specifications, imagery, datasheets, and availability.
- Ensure consistency, accuracy, and quality across all product data and categories.
- Optimise product listings to improve visibility, engagement, and conversion.
- Work closely with purchasing and sales teams to ensure product listings reflect current stock positions, promotions, and business priorities.

Website Optimisation & Customer Journey Improvement

- Continuously review and optimise website pages to improve usability and conversion rates.
- Analyse customer behaviour and website analytics to identify friction points within the customer journey.
- Recommend and implement improvements to navigation, page structure, product discovery, and enquiry pathways.
- Support the creation and optimisation of landing pages and on-site content to guide users from entry to enquiry or purchase.

SEO & Performance Optimisation

- Implement on-page SEO best practices across product and content pages, including keyword optimisation, metadata, internal linking, and content structure.
- Monitor organic search performance and recommend improvements to increase rankings and visibility.
- Track website analytics and prepare regular performance reports covering traffic, engagement, and conversion metrics.
- Use data insights to drive continuous website and product listing improvements.

Content Management

- Create, edit, and publish website content that is clear, engaging, and on-brand.
- Ensure website content reflects current product availability, promotions, and industry developments.
- Maintain a consistent tone of voice and presentation across all website content.

Product & Market Insight

- Analyse website and product performance to identify trends, opportunities, and areas for improvement.
- Support product visibility by promoting priority, new, or underperforming product ranges.
- Conduct basic market and competitor research to support website and optimisation initiatives.

Reporting & Administration

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- Produce regular reports on website performance, customer behaviour, product engagement, and key digital KPIs.
- Maintain accurate website records, product data, and marketing databases.

Skills & Experience

Essential

- Experience managing, maintaining, and updating websites or eCommerce platforms.
- Hands-on experience administering CMS platforms (e.g. WordPress or similar).
- Strong experience handling product listings and large volumes of product data.
- Good understanding of website optimisation, customer journey principles, and usability best practices.
- Basic understanding of SEO fundamentals.
- Strong attention to detail and the ability to manage multiple tasks effectively.
- Confident communicator with the ability to work collaboratively across teams.

Desirable

- Familiarity with Google Analytics or website performance tools.
- Experience working in a B2B, distribution, or technology-focused environment.

Salary

Up to £28,000 per year, depending on experience.

Key Relationships

Internal:

Marketing team, Sales team, Purchasing, Product Management, Technical Support

Location

This position is based at our York distribution centre.

To Apply

Please submit your CV and a covering letter outlining your experience and why you are the best candidate for the role.