

## DIGITAL EXPERIENCE & WEB DEVELOPMENT EXECUTIVE

Salary: £35,000 – £38,000

Location: Chelsea Design Centre, London

Watts 1874 is a historic British interiors brand, renowned for its craftsmanship, artistry, and enduring design heritage. We are seeking a technically confident and highly detail-driven Digital Experience & Web Development Executive to own and manage our digital presence.

This is a hands-on, mid-level role with full responsibility for the performance, structure, UX/UI, and technical integrity of the Watts 1874 website. You will manage the website as a digital product, balancing technical excellence with a refined understanding of luxury brand presentation and controlled exposure.

You will work closely with internal teams and external partners where required, while acting as the final gatekeeper for digital quality and brand integrity.

### Key Responsibilities

- Own and manage the Watts 1874 website, including structure, performance, UX/UI and security
- Deliver front-end development and responsive design improvements (HTML, CSS, basic JavaScript)
- Manage back-end CMS functionality, integrations, and hosting environments
- Implement technical SEO, performance optimisation, and best-practice site architecture
- Manage integrations with the Shopify trade platform and backend systems (e.g. CRM, inventory)
- Support digital marketing campaigns, including email, website updates, and paid media activity
- Build and technically deploy email communications (e.g. Mailchimp)
- Oversee digital assets and ensure all imagery and content meet luxury brand standards
- Act as the first point of escalation for website, CMS, and integration issues

### About You

- 2–4+ years' experience in digital experience, website management, or web development
- Strong hands-on experience with WordPress and CMS configuration
- Working knowledge of HTML, CSS, and basic JavaScript
- Experience with Shopify, B2B or trade platforms, and system integrations
- Strong understanding of technical SEO and website performance
- Confident working with digital assets, imagery, and layout to luxury standards
- Comfortable working autonomously and taking ownership of a high-end website

Experience with paid media platforms, Adobe Creative Suite, AI-powered creative tools, or professional photography/video equipment is advantageous but not essential.

### Qualifications

- Degree in Web Development, Digital Media, Computer Science, or a related discipline
- or equivalent professional experience supported by a strong portfolio

This is an opportunity to take ownership of the digital expression of a respected heritage brand, working at the intersection of technology, design, and craftsmanship.

Please send your CV and cover letter to Catherine Perry ([watts1874@co-unityhr.co.uk](mailto:watts1874@co-unityhr.co.uk))