



Candidate Information

Position:	Website Officer
School/Department:	Global Marketing, Recruitment and Admissions
Reference:	23/110828
Closing Date:	Monday 24 April 2023
Salary:	£26,642- £30,619 per annum.
Anticipated Interview Date:	Wednesday 3 May 2023
Duration:	Fixed term, available until 12 January 2024

JOB PURPOSE:

To edit, create and manage high quality, engaging content for the University's core website that ensures a compelling user experience for our key audiences and supports the University's marketing activities and strategic priorities.

Based in the Strategic Marketing team, the role holder will work closely with colleagues from Information Services, Academic Departments and other Professional Services teams to fulfil the duties of the post.

MAJOR DUTIES:

1. Responsible for the creation and optimisation of content for the University website using the Content Management System.
2. Proactively ensure website content is current, up-to date, reflects key messages and aligns with research and insight. Manage the web updating process by guiding and assisting content contributions from editors ensuring a coordinated approach across the University.
3. Optimise web content for search engines and use statistical analysis to support decisions. Critically assess content and user journeys to make recommendations for improvements. Provide insight and use initiative to improve engagement and user experience.
4. Manage ongoing web content requests, and ensure clear and timely communications with requestors regarding the completion of amends.
5. Work with colleagues in Information Services (Web Support Team) to help develop website functionality that supports the university's objectives.
6. Develop and maintain an understanding of the needs of target audiences, including prospective students, researchers and partners.
7. Liaise with other members of the University marketing team in the sourcing, curating and production of website content.
8. Supervise and delegate work to clerical or temporary staff in the digital team in website content population, and provide relevant training where appropriate.
9. In collaboration with QGIS, lead the timely completion of the course approval process and data feeds that drive website course listings, twice a year.
10. Provide professional advice and assistance in website marketing and management techniques to colleagues across the university, in the effective maintenance of website content.
11. Maintain accurate records of website updates, monitor the effectiveness of the University's website and prepare reports which clearly present findings for management.
12. Co-ordinate user testing on websites, including focus groups, surveys and carry out user acceptance testing to monitor operational functionality.
13. Develop and help deliver training in relation to web content creation and management.
14. Carry out any other duties which are appropriate to the post as may be reasonably requested by the Website Manager to maintain the web presence effectively. Support key activities of the Strategic Marketing department.
15. Develop and maintain and up-to-date knowledge of higher education in general.

ESSENTIAL CRITERIA:

1. Academic and/or vocational qualifications ie NVQ Level 3, A levels in relevant subject (or equivalent).
2. 4 years relevant experience in a web or digital communications role within an organisation and generating web content for multiple audiences within a CMS.
3. Writing for web, editing, and proofreading skills. Strong storytelling skills, using copy, imagery or video.
4. Experience of using digital analytics to optimise digital channels behind marketing and/or digital marketing strategy goals.
5. Strong planning and organising skills, and ability to manage multiple or competing objectives at the same time.
6. Ability to identify and assess improvements to processes and procedures.
7. Supervisory skills: Ability to assign tasks to others and be responsible for ensuring work is completed to the required timescales and standards.
8. Good administrative skills and a methodical approach to handling tasks and meeting deadlines.
9. Good communication and interpersonal skills.
10. Creative, flexible and team orientated approach with strong collaborative and co-ordination skills.
11. Ability to make decisions and prioritise within own work schedule.
12. Flexible, willing to adapt to new tasks and duties.
13. Professional and proactive approach to problem solving.
14. Attention to detail.
15. A flexible approach to working hours to meet business needs when required.

DESIRABLE CRITERIA:

1. Further or higher level qualification in digital marketing, information technology or communications.
2. Experience of working in web or digital communications for a Higher Education organisation.
3. Experience of copy writing for an organisation with a leading international reputation.
4. Experience of editing images using Adobe Photoshop.
5. Understanding of website content planning and development processes.
6. Understanding of web standards including responsive design and WCAG would be an advantage.
7. Enthusiastic and pro-active.
8. Ability to thrive as part of a busy marketing team environment.