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**Support and Professional Services**

**Marketing and Communications**

**Web Editor**

**ZZ601730**

**Information for Candidates**

**THE POST**

Please see the attached job description and person specification.

**TERMS OF APPOINTMENT**

Permanent

Full-time

Salary is in the range £34,520 - £37,706 per annum and progress to the top of the scale is by annual increments payable on 1st April each year. Salary is paid into a bank or building society monthly in arrears.

Working hours are 37per week. Overtime is not normally payable but time off in lieu may be given. The working hours are normally from 8.30am to 5.15pm Monday to Thursday and 8.30am to 4.15pm Friday with one hour and ten minutes for lunch. Specific times may vary according to the Department concerned.

Annual leave entitlement is 32 working days in a full leave year. If you work less than 37 hours per week, your leave will be calculated on a pro-rata basis. The leave year commences on 1 October and staff starting and leaving during that period accrue leave on a pro-rata basis. In addition, the University is normally closed from Christmas Eve until New Year’s Day inclusive and on bank holidays.

It is a condition of the appointment for the proper performance of the duties of the post that the appointee will take up residence at a location such that they are able to fulfil the full range of their contractual duties. This residential requirement will be expected to be fulfilled within twelve months of taking up the appointment. The University has a scheme of financial assistance towards the cost of relocation, details of which can be found on the University website:

<http://www.port.ac.uk/departments/services/humanresources/recruitmentandselection/informationforapplicants/removalandseparationguidelines>

The Appointee will be entitled to join the Local Government Pension Scheme. The scheme's provisions include an index-linked pension with an option to exchange some pension for a lump sum on retirement together with dependants’ benefits. Contributions by the employee are subject to tax relief.

There is a probationary period of six months during which new staff are expected to demonstrate their suitability for the post.

There is a comprehensive sickness and maternity benefits scheme.

**All interview applicants will be required to bring their passport or full birth certificate and any other 'Right to Work' information to interview where it will be copied and verified.** The successful applicant will not be able to start work until their right to work documentation has been verified.

Please note if you are the successful candidate once the verbal offer of employment has been made and accepted, references will be immediately requested. It is the University’s policy that all employment covering the past three years is referenced. A minimum of two references is required to cover this three year period of employment or study (where there has been no employment). One of your referees mustbeyour current or most recent employer.

The successful candidate will need to bring documentary evidence of their qualifications to Human Resources on taking up their appointment.

To comply with UKVI legislation, non-EEA candidates are only eligible to apply for this post if it has been advertised for a total of 28 days.

If the position has a requirement for Disclosure and Barring Service check (DBS), this will be stated in the advert. The DBS Application Form will be provided once the selection process has been completed.

All applications must be submitted by Midnight (GMT) on the closing date published.

**UNIVERSITY OF PORTSMOUTH – RECRUITMENT PAPERWORK**

1. **JOB DESCRIPTION**

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| **Job Title:** | Web Editor |
| **Grade:** | 7 |
| **Faculty/Centre:** | Support and Professional Services |
| **Department/Service:**  **Location:** | Marketing and Communications  Mercantile House |
| **Position Reference No:** | ZZ601730 |
| **Cost Centre:** | 47465 |
| **Responsible to:** | Web and Digital Marketing Manager |
| **Responsible for:** | Web Editorial Assistant |
| **Effective date of job description:** | October 2017 |

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| **Context:** |
| The Department of Marketing and Communications provides a complete in-house service to promote the University to its various stakeholders. The Department’s activities cover a wide range of marketing communications disciplines, including marketing strategy, internal communications, publications, recruitment and outreach, press and public relations, marketing campaigns, market research, digital marketing and web. |
| **Role of the Web and Digital Marketing Team:** |
| Provides leadership, vision and accountability in setting the strategic direction of the University’s website and interactive campaigns and properties. The team is responsible for delivering the university web strategy and university policies to support the strategic implementation of the web presence. The Web and Digital Marketing team ensures the University website is sector leading, innovative and keeping in pace with technology changes and challenges.  The Web and Digital Marketing team is responsible for the design, structure, navigation and all online content within the University website, ensuring that the website is at the forefront of technology in line with user requirements and business needs. Over the next 10 months the Web and Digital Marketing team will be completing the first phase of the web transformation project. |

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| **Purpose of Job:** |
| The Web Editor will create and edit dynamic corporate and academic web content, campaign landing pages and emails for the current site and provide support for the development of content for the new site. This will include working with Campaigns and Marketing and other teams within the Marketing and Communications Department to develop and coordinate digital content production and email campaigns to aid student recruitment and enhance the University’s reputation focusing specifically on the institution’s strengths in terms of student experience, teaching quality, research impact, performance and business and industry relevance. The Web Editor will ensure that the new content is high quality, user-friendly, on brand, meet web accessibility guidelines and SEO compliant. They will manage the Web Editorial Assistant to ensure the University website works to our strategic aims, meets the University’s business objectives, is up to date and provides evidence of success.  When the new site goes live the Web Editor will work with the other Web Editor (Content) to take ownership of designated content areas and market segments and work with the wider marketing team, academics and Faculty Web Communications Officers to develop a personalised user experience for those areas and audiences. |

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| **Key Responsibilities:** |
| **Web Strategy**   1. Support the Web and Digital Marketing Manager in implementing the University’s web strategy and governance policy. 2. Work with the Web and Digital Marketing Manager to play a lead role in a University Website Editorial Board providing specialist advice on content issues. 3. Work with colleagues in Brand and Corporate Communications to ensure compliance with the University’s brand and house style, particularly in relation to the web and digital media. 4. Ensure the appropriate approaches and mechanisms for quality control, monitoring and evaluation are developed, tracked and reported. 5. Responsible for liaison with academic departments and other stakeholders across the University to ensure their business objectives are met by the corporate website. 6. Contribute to the production of a search engine optimisation development plan and assist in its subsequent implementation.   **Web content management (corporate website)**   1. Work with and manage the Web Editorial Assistant to create new content for the University's website, and review, edit and update existing content. This will include the development and management of a timetable for accurate and timely updates across all relevant websites. 2. Provide professional advice in relation to web content and SEO principles, identifying relevant information in liaison with academic colleagues. 3. Work with Faculty Web Communications Officers and other University staff to advise on and develop new dynamic and interactive content for the website. Take a proactive role in encouraging academic staff to contribute information about their work. 4. In collaboration with the Media and Communications team, maintain a regular flow of key news and events items on the home page.   **Digital content projects**   1. Work with the Web and Digital Marketing Manager, and Campaigns and Marketing team to play a lead role in cross-department digital campaigns, integrated with all other media. 2. Represent the Web and Digital Marketing team in working groups for marketing and communications projects. 3. Create and edit online digital assets for reactive and proactive marketing communications campaigns, advertising and social media. 4. Ensure the appropriate approaches and mechanisms for quality control, monitoring and evaluation and reporting are developed and implemented.   **Social Media**   1. Work with the Social Media Coordinator to develop and ensure integration of social media activity across the University web presence.   **Online optimisation**   1. Ensure the University’s website is optimised for search engines and maintains an appropriate ranking position. 2. Use Google Analytics to monitor and analyse data about usage of the website and provide regular reports to appropriate managers and faculty committees. 3. Monitor progress and report on the effectiveness of specific campaigns and overall University website effectiveness against robust and measurable KPI’s.   **Usability and research**   1. Support the Web and Digital Marketing Manager in working with agencies to carry out content-based research projects from time-to-time, to analyse the University’s online presence in line with strategic aims. 2. Carry out an on-going programme of competitor research and benchmarking to support development plans and their implementation across the port.ac.uk domain. 3. Stay abreast of issues, and good practice in developments in content strategy and the use of the web and digital media in higher education. To include engaging in relevant UK and international networks and interest groups.   **Management and people development**   1. Conduct PDR, recruitment, induction and training of staff, agreeing individual objectives and development needs that support institutional needs. 2. Regularly communicate the aims and objectives of the Marketing and Communications Department and give support and constructive feedback on performance. 3. Investigate performance, disciplinary and grievance matters and take action when necessary, using University procedures. 4. With the Web and Digital Marketing Manager, contribute to strategic and operational planning to support and develop the work of the team. 5. Plan, allocate resources for and ensure completion of small/minor projects.   **Liaison and representation**   1. Liaise with academic and professional staff to coordinate and advise on all areas of the website to ensure that it consistently and accurately communicates the University’s offer. 2. Liaise with Faculty Web Communication Officers, Associate Deans of Students and Professional Services colleagues to optimise available resources for improving the University’s online content. 3. Represent the Web and Digital Marketing Team at relevant meetings.   **Communication and collaboration**   1. Coordinate the work of devolved authors and content providers around the University across the web and rich media. 2. Provide on-going training and support to devolved web authors on a group and/or individual basis on writing for the web, and the updating and maintenance of web pages. 3. Provide detailed advice and support to departments, professional services and other University offices on the development and maintenance of their web-based activities.   **Project management**   1. Use project management skills and techniques to deliver core responsibilities and support content projects. 2. Proactively work with members of the Marketing and Communications Department to ensure an integrated approach to the development of digital communications.   **Other requirements:**   1. Commitment to providing high levels of service in a customer orientated fashion. 2. Occasional flexibility to work unusual hours and to travel. 3. This post requires weekend working for which prior notice will be given.   These duties are a guide to the work that the post holder will be required to undertake.  They may be changed from time to time to meet changing circumstances and do not form  part of the contract of employment. |
| **Working Relationships:** |
| **Internal**  Web and Digital Marketing Manager – Line Manager  Web Editorial Assistant - Direct Report  Web Editor (Content)  Colleagues in the Web and Digital Marketing Team  Colleagues in the Marketing and Communications Department  Faculty Web Communications Officers  International Marketing Manager  **External**  Online and digital media agencies and consultants as directed |

1. **PERSON SPECIFICATION**

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| **No** | **Attributes** | **Rating** | **Source** |
| **1.** | **Specific Knowledge and Experience** |  |  |
|  | Excellent copy-editing and proofreading skills. | E | AF/S |
|  | An applied and demonstrable understanding and experience of the principles of content strategy and SEO best practice. | E | AF/S |
|  | A proven track record of writing web copy for a wide range of different audiences. | E | AF/S |
|  | Experience in researching, structuring, developing and producing effective web copy to a specification. | E | AF/S |
|  | Experience of editing and developing website content using a content management system (CMS). | E | AF/S |
|  | Excellent understanding of web usability, trends and accessibility, including effective use of text on the web. | E | AF/S |
|  | Extensive experience in digital campaign creation, digital asset development and digital marketing integration. | E | AF/S |
|  | Experience of writing copy for email marketing campaigns | E | AF/S |
|  | Experience of delivering compelling and creative digital assets and web campaigns for large and complex organisations. | E | AF/S |
|  | Understanding of website structures, planning and information architecture. | D | AF/S |
|  | Knowledge and experience of HTML and web authoring, including, CSS, accessibility issues and site management. | D | AF/S |
|  | Experience in developing and setting meaningful and robust KPI’s and targets to measure effectiveness of web presence and campaigns. | D | AF/S |
|  | Understanding of the needs of those working and studying in a higher education environment. | D | AF/S |
|  | Ability to take, select and edit images to maximise their impact online. | D | AF/S |
|  | Setting up and using a range of social media channels including Facebook, Twitter and blogs in a professional capacity. | D | AF/S |
|  | Experience of using web analytics, monitoring and reporting tools. | D | AF/S |
|  | Experience of working in a project management environment and of leading teams and projects. | D | AF/S |
| **2.** | **Skills and Abilities** |  |  |
|  | Excellent staff and resource management skills | E | AF/S |
|  | Excellent organisational skills and the ability to prioritise a busy workload, keep to externally and internally imposed briefs and deadlines and multitask in a busy office. | E | AF/S |
|  | Ability to write clear and concise job briefs for web development project. | E | AF/S |
|  | Effective interpersonal skills and the ability to work confidently and diplomatically with people at all levels from students to senior management. | E | AF/S |
|  | Excellent copy-editing and proofreading skills. | E | AF/S |
|  | An eye for detail and consistency, and the ability to work to high professional standards. | E | AF/T |
|  | Excellent face-to-face communication skills including the ability to communicate ideas effectively, good presentation skills, and the ability to develop and maintain excellent relationships with other departments and members of staff | E | AF/S |
|  | Excellent written communication skills with the ability to write accurate and persuasive copy to promote the University effectively. Understanding of writing engaging, accurate copy, appropriate for responsive web display. | E | AF/S |
|  | Ability to work independently, as part of a team, and in support of individuals with a wide range of skills and experience. | E | AF/S |
|  | Excellent IT skills in a range of packages | E | AF/S |
|  | Knowledge and experience of an enterprise level content management system, such as Sitecore or Adobe Experience Manager. | D | AF/S |
|  | Social media skills. | D | AF/S |
| **3.** | **Qualifications, Education & Training** |  |  |
|  | Relevant degree (or equivalent) or a proven track record in a relevant professional role. | E | AF |
| **4.** | **Other Requirements** |  |  |
|  | Proactive attitude, enthusiasm, commitment to job  Interest in communications: print and digital and a keen Interest in a career in digital communications. | E | AF/S |
|  | Sensitivity to the needs and expectations of a diverse audience, including prospective students, academics, and local and international users. | E | AF/S |
|  | Interested in other websites and their developments (particularly in education sector) | D | AF/S |
|  | Willingness and ability to contribute ideas to team strategy | D | AF/S |

**Legend**

Rating of attribute: E = essential; D = desirable

Source of evidence: AF = Application Form; S = Selection Programme (including Interview, Test, Presentation, References)

**JOB HAZARD IDENTIFICATION FORM**

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| **Please tick box(s) if any of the below are likely to be encountered in this role. This is in order to identify potential job related hazards and minimise associated health effects as far as possible. Please use the** [**Job Hazard Information**](http://www.port.ac.uk/departments/services/humanresources/occupationalhealthservice/jobhazardinformation/filetodownload,164407,en.doc) **document in order to do this.** | | | |
| 1. International travel/Fieldwork |  | 13. Substances to which COSHH regulations apply (including microorganisms, animal allergens, wood dust, chemicals, skin sensitizers and irritants) |  |
| 2. Manual Handling (of loads/people) |  | 14. Working at height |  |
| 3. Human tissue/body fluids (e.g. Healthcare workers, First Aiders, Nursery workers, Laboratory workers) |  | 15. Working with sewage, drains, river or canal water |  |
| 4. Genetically modified Organisms |  | 16. Confined spaces |  |
| 5. Noise > 80 DbA |  | 17. Vibrating tools |  |
| 6. Night Working (between 2200 hrs and 0600 hrs) |  | 18. Diving |  |
| 7. Display screen equipment (including lone working) | X | 19. Compressed gases |  |
| 8. Repetitive tasks (e.g. pipette use, book sensitization etc) |  | 20. Small print/colour coding |  |
| 9. Ionising radiation/non-ionising radiation/lasers/UV radiation | | 21. Contaminated soil/bioaerosols |  |
| 10. Asbestos and lead | | 22. Nanomaterials | |
| 11. Driving on University business  (mini-bus, van, bus, forklift truck etc) | | 23. Stress | |
| 12. Food handling | | 24. Other (please specify) | |

**Completed by Line Manager/Supervisor:**

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| **Name (block capitals)** | Richella King |
| **Date** | 31/10/17 |
| **Extension number** | 6198 |

Managers should use this form and the information contained in it during induction of new staff to identify any training needs or requirement for referral to Occupational Health (OH).

Should any of this associated information be unavailable please contact OH (Tel: 023 9284 3187) so that appropriate advice can be given.