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**Professional Service**

**Marketing and Communication**

**Web Development and Content Editor**

**ZZ004133**

**Information for Candidates**

**THE POST**

Please see the attached job description and person specification.

**THE TERMS OF APPOINTMENT**

Full-time

Permanent

Salary is in the range £30,942 – 34,804per 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.

The full-time standard University hours are 37 per week which are normally from 8.30 a.m. to 5.15 p.m. Monday to Thursday and 8.30 a.m. to 4.15 p.m. Friday with one hour and ten minutes for lunch.  Specific times may vary according to the Department concerned. If the position is part-time, the hours and days worked will either be as stated in the advert or discussed at interview/appointment. Overtime is not normally payable but time off in lieu may be given.

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.

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 must be your 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) or Non-Police Personnel Vetting (NPPV), this will be stated in the advert. Further information will be provided once the selection process has been completed.

All applications must be submitted by 23:59 (UK time) on the closing date published.



**UNIVERSITY OF PORTSMOUTH – RECRUITMENT PAPERWORK**

1. **JOB DESCRIPTION**

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| **Job Title:** | Faculty Web Development and Content Editor |
| **Faculty/Centre:** | Marketing, Advancement and Communications  Business and Law |
| **Position Reference No:** | ZZ004133 |
| **Grade:** | 6 |
| **Responsible to:** | Web and Digital Marketing Manager |
| **Accountable to:** | Associate Dean (Students), Associate Dean (Research), Associate Dean (Innovation), Faculty Manager, Web and Digital Marketing Manager (Marketing and Communications) |
| **Responsible for:** | N/A |
| **Effective date of job description:** | September 2020 |

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| **Context of Job:** |
| 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.  The website is a strategic marketing tool; promoting the University’s courses to prospective undergraduates, postgraduate and professionals; showcasing the University’s research and innovation activities; informing media, MPs and other external parties about the University’s broader activities; and engaging the local community and broader stakeholders with a range of news, events and opportunities. |

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| **Purpose of Job:** |
| The Faculty Web Development and Content Editor will work under the direction of the central Web Team and the Faculty. They will copy write, edit, build web pages, and art direct and select images to create engaging web content that; aids the University’s recruitment of new students; communicates the diverse and interesting work of all the University’s schools and departments to the public, staff and students, and enhances the reputation of the University in the wider community.  The Faculty Web Development and Content Editor is responsible for writing engaging, informative, search engine optimised content; sourcing images; laying out and building pages using the University’s web content management system; improving the site based on web analytics; and liaising with stakeholders across the University to source content and obtain approval. They will ensure that the new content is high quality, user-friendly, on brand, meets web accessibility guidelines and is SEO compliant.  The post holder will be expected to act as a champion for new projects, best practice and developments involving web and digital communications affecting the Faculty and the wider University. |
| 1. **Ensure the Faculty's undergraduate, postgraduate, short and other courses are engaging, accurate and search engine optimised.**    1. Write web content to describe and promote the Faculty's undergraduate, postgraduate, short and other courses.    2. Work with the Faculty Marketing Coordinators to source and drive the creation of rich media content to enhance and optimise the course pages by identifying existing content, researching competitors, including liaising with stakeholders, interviewing staff and current students, briefing videographers and photographers to create new content    3. Personalise and split-test content to ensure it is optimised for the target audience    4. Collate and analyse the web statistics to identify and make improvements to web content and identify new opportunities.    5. Regularly meet with Course Leaders and the Associate Dean for Students and Associate Dean Academic to identify new opportunities, review web analytics and ensure the course content is engaging, accurate and up to date. 2. **Ensure the website showcases and promotes the Faculty’s research and innovation activities and highlights opportunities for business**     1. Write and edit web content to showcase and promote the Faculty’s research and innovation activities and business opportunities.    2. Regularly meet with academics and researchers to identify new opportunities, review web analytics and ensure their web content is engaging, accurate and up to date.    3. Develop engaging web content to showcase the Faculty’s research, innovation and business activities, by interviewing staff, writing and editing copy, and briefing and art directing photography or videography to create new visual content.    4. Edit blogs and pages created by staff in the Faculty to ensure they are on brand, engaging and search engine optimized.    5. Support academic colleagues to ensure they all have an engaging, informative and professional staff profile in Pure that adheres to University guidelines. 3. **Ensure the Faculty activities are effectively communicated to staff within the Faculty and across the wider University and to current students**    1. Write and edit intranet content to promote and communicate the activities of the Faculty to staff within the faculty and across the wider University.    2. Write and edit web content for MyPort – the current student sub-site – to promote and communicate the activities of the Faculty to the University’s students. 4. **Create and maintain high quality on brand content for the Faculty**     1. Provide a conduit between the Faculty and central Web Team. Including explaining and facilitating understanding of the philosophy behind the design, content strategy, tone of voice and structure of the website.    2. Select, re-size and upload images for the Faculty web pages to ensure they are engaging.    3. Technically and creatively support staff in the Faculty with creating and editing their blogs, adding their events to the website and in undertaking minor content edits on the website.    4. Update and maintain existing web pages and, if needed, retire outdated content and create new pages.    5. Identify and ensure all opportunities are taken to cross promote content showcasing University activities on the website.    6. Ensure naming conventions, accessibility guidelines and other legal, governance and hygiene factors are adhered to.      * 1. Collate, distribute, analyse and present web statistics that relate to the Faculty content to draw conclusions about the effectiveness of individual web pages and page components. Use this information to improve the effectiveness of the webpages.   2. Build web forms to collect user information and ensure it feeds into the appropriate nurture stream.   3. Play an active role as the Faculty ‘champion’ for new web development projects and initiatives, such as the intranet.   4. . Layout and build responsive web pages using the University’s content management system.   **General**  To participate in performance & development reviews (PDR), ensuring that work produced is in line with the Department/ University aims.  To comply with the University's Health and Safety Policy and pay due care to own safety and the safety of others. Report all accidents, near misses and unsafe circumstances to line management.  To support the University's commitment to equality, diversity, respect and dignity, creating an environment in which individuals will be treated on the basis of their merits, abilities and potential, regardless of gender, racial or national origin, disability, religion or belief, sexual orientation, age or family circumstances.  *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.* |

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| **Working Relationships** |
| Within Faculty:  Faculty Manager  Associate Dean Students  Associate Dean Research  Associate Dean Academic  Heads of School and Course Leaders  Research staff  Other colleagues within the Faculty  Within Marketing:  Manager of Web and Digital Marketing  Other colleagues within the Web and Digital Marketing team  Senior Web Communications Officers in other Faculties  Campaigns Manager  Faculty Marketing Campaigns Co-ordinators |

1. **PERSON SPECIFICATION**

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| **No** | **Attributes** | Rating | **Source** |
| **1.** | **Specific Knowledge & Experience** |  |  |
|  | A proven track record of writing high-quality and engaging web copy for a wide range of audiences. | E | AF/S |
|  | An applied and demonstrable understanding and experience of the principles of content strategy and SEO best practice. | 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 and images. | E | AF/S |
|  | Experience of delivering compelling digital campaigns, digital asset development and digital marketing integration for large and complex organisations. | D | AF/S |
|  | Understanding of website structures, planning, information architecture and user interface design. | D | AF/S |
|  | Knowledge and experience of HTML and web authoring, CSS, accessibility and site management. | D | AF/S |
|  | Experience in developing, setting, monitoring and reporting on meaningful and robust KPIs and targets to measure effectiveness of web and campaigns. | D | AF/S |
|  | Experience of organising photo or video shoots including writing briefs for photographers or videographers | D | AF/S |
|  | Experience of managing workflow, setting up and using a content management system in a professional capacity and planning, managing and scheduling content produced by multiple authors. | D | AF/S |
|  | Experience of using web analytics, monitoring and reporting tools to inform content strategy and development | D | AF/S |
|  | Experience of working in a complex work environment with multiple stakeholders and tight and occasionally conflicting deadlines | D | AF/S |
|  | Experience of working with staff at all levels | D | AF/S |
| **2.** | **Skills & Abilities** |  |  |
|  | Excellent copy-editing and proofreading skills, ability to transform copy into compelling content. | E | AF/S |
|  | Ability to select and edit images to maximise their impact online. | E | AF/S |
|  | Excellent organisational skills, ability to prioritise a busy workload, keep to externally and internally imposed deadlines, multitask in a busy office. | E | AF/S |
|  | Ability to write clear and concise job briefs for web development projects. | 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/ S |
|  | 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. Understanding of writing engaging, accurate, personalised 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 | D | AF/S |
|  | Knowledge and experience of an enterprise level CMS, 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/S |
| **4.** | **Other Requirements** |  |  |
|  | Proactive attitude, enthusiasm. Interest in digital communications and a career in this field | 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 high performing service sector and HE) | D | AF/S |
|  | Willingness and ability to contribute ideas to team | D | AF/S |

**Legend**

Rating of attribute: E = essential; D = desirable

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

**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 and give details in the free text space provided.** | | | |
| 1. International travel/Fieldwork |  | 13. Substances to which COSHH regulations apply (including microorganisms, animal allergens, wood dust, chemicals, skin sensitizers and irritants, welding fume) |  |
| 1. Manual Handling (of loads/people) |  | 14. Working at height |  |
| 1. Human tissue/body fluids (e.g. Healthcare settings, First Aiders, Nursery workers, Laboratory workers) |  | 15. Working with sewage, drains, river or canal water |  |
| 1. Genetically Modified Organisms |  | 16. Confined spaces |  |
| 1. Noise > 80 DbA |  | 17. Vibrating tools |  |
| 1. Night Working   (between 2200 hrs and 0600 hrs) |  | 18. Diving |  |
| 1. Display screen equipment | x | 19. Compressed gases |  |
| 1. Repetitive tasks (e.g. pipette use etc) |  | 20. Small print/colour coding |  |
| 1. Ionising radiation/non-ionising radiation/lasers/UV radiation | | 21. Soil/bio-aerosols |  |
| 10. Asbestos and or lead | | 22. Nanomaterials | |
| 11. Driving on University business: mini-bus (over 9 seats), van, bus, forklift truck, drones only) | | 23. Workplace stressors (e.g. workload, relationships, job role etc) | |
| 12. Food handling | | 24. Other (please specify) | |

**Completed by Line Manager/Supervisor:**

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| **Name (block capitals)** | Richella King |
| **Date** | 10/09/2020 |
| **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.