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**Professional Services**

**Marketing, Advancement and Communications**

**Head of Web and Digital**

**ZZ003307**

**Information for Candidates**

**THE POST**

Please see the attached job description and person specification.

**TERMS OF APPOINTMENT**

Full-time

Permanent

Salary is in the range £60,905 - £71,704 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.

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.

# 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>

There is a probationary period of 12 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:** | Head of Web and Digital  |
| **Grade:** | 10 |
| **Faculty/Centre:** | Professional Services |
| **Department/Service:****Location:** | Marketing and Communications Mercantile House |
| **Position Reference No:** | ZZ003307 |
| **Responsible to:** | Director of Marketing, Advancement and Communications  |
| **Responsible for:** | Team of 14 with direct line management of the Web Manager and Web Transformation Manager |
| **Effective date of job description:** | October 2020 |
| **Context of Job:** |
| The Department of Marketing, Advancement 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, media and public relations, marketing campaigns, market research, digital technologies and web.  |
| **Purpose of Job:** |
| Reporting to the Director of Marketing, Advancement and Communications, the Head of Web and Digital provides leadership, vision and accountability in setting the strategic direction of the University’s website. This position is responsible for articulating the University of Portsmouth brand differentiation through the University’s website.  The position will be responsible for providing the ongoing leadership, vision and accountability in setting the strategic direction of the University's website and the development of innovative digital tools and technologies to increase the level and quality of engagement with key stakeholder groups. There will be a requirement to build strategic and operational networks with external stakeholders and industry leaders, in order to ensure sector leading innovation and keeping in pace with technology changes and challenges. |
| **Key Responsibilities:** |
| **General*** Lead and be responsible for the development and implementation of University Web and Digital strategy.
* Oversee the ongoing development and improvement of, and set the strategic direction for University website presence
* Provider of strategic advice on digital content and experience, and interactive best practices; stay current with relevant trends, issues, opportunities and technologies; be a senior resource to University constituents and navigate the changing interactive digital landscape.
* Be responsible for the simultaneous implementation of multiple projects and lead a team of digital experts and strategic partners to deliver outstanding content, SEO, analytics, app development, bot technology, VR etc as required; work collaboratively as an integral leader in a fast-paced, multi-disciplined integrated department.
* Be responsible for the development of new and creative growth strategies.
* Plan, execute and measure user experience audits and conversion tests.
* Lead and collaborate with internal teams to create digital solutions which optimize user experience.
* Work with the wider department to track, evaluate and gather insights across the end-to-end customer experience across multiple channels and customer touch points and through use of data analytics provide evidenced strategy.
* Build strong strategic relationships and collaborate with agencies and other partners to support delivery of sector leading digital innovation.

**University Website*** Be responsible for and lead the development of the University of Portsmouth website and microsites, working with support partners to implement technically sound and sustainable, best practice solutions.
* Develop, implement and manage the University SEO strategy. Working with Marketing and Campaigns to integrate with PPC and other paid campaign activity. Ensure delivery of relevant, current content linked to the overall mission and positioning of the University.
* Through application of industry leading innovation and insight, ensure the University website drives business objectives, is fit for purpose and a market leader, meets W3C accessibility standards and is a market leader informed through data driven analysis.
* Be responsible for the development of and monitoring/reporting of key analytics across the website and other relevant subdomains. Advocating the use of and implementation of analytics tools, to aid tracking and analysis across the whole user journey.
* Provide relevant strategic analysis and recommendations to the Director of Marketing, Advancement and Communications, and Senior University teams.

**Digital** * Lead, execute and measure integrated online presence.
* Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.

**Leadership and Strategy*** Lead the ongoing development of the University Digital Online Strategy.
* Through the development of high level strategic partnership and networks, create a thought leadership agenda for the University web presence.
* Lead the Web and Digital team, encouraging creativity, service excellence and innovation.
* To be a transformational leader, to effectively lead teams through change.
* Act as a role model for peers and colleagues.
* Develop business driven, creative strategies, informed through data analysis, industry standard best practices and consultative approach.

**Other*** Perform other related duties or special projects as directed.

**NOTE**:**This post requires weekend working for which prior notice will be given** |
| **Working Relationships:** |
| Director of Marketing and CommunicationsDirect reports and other colleagues within the Department of Marketing, Advancement and Communications.Deans and Directors of ServicesChief Information OfficerInformation ServicesHeads of Academics Schools and DepartmentsAssociate Deans of Students, Associate Deans of Academics & Associate Deans of Research.Members of the University Executive Board as required on issues relating to work area and crisis communicationsFacultiesPeers at other HEIsRelevant external agencies including suppliers and bodies such as UCAS |

1. **PERSON SPECIFICATION**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Attributes** | **Rating** | **Source** |
| **1** | **Specific Knowledge & Experience** |  |  |
| 1.1 | Deep and extensive knowledge of content management systems (preferably Sitecore), design software, social media networks, podcast development, new online technologies and applications (wikis, widgets, RSS feeds, blogs, social media monitoring tools, etc.). | E | AF, S |
| 1.2 | Excellent experience of planning and strategy development in web leadership and digital roles.  | E | AF, S |
| 1.3 | Marketing automation experience.  | E | AF, S |
| 1.4 | Extensive team management experience at a senior level. | E | AF, S |
| 1.5 | Extensive experience in the use of website analytics.  | E | AF, S |
| 1.6 | Extensive experience in digital strategy and implementation | E | AF, S |
| 1.7 | Demonstrable experience leading and managing SEO/SEM, and website optimisation. | D | AF, S |
| 1.8 | Extensive experience of integration of CRM and website platforms | E | AF, S |
| **2** | **Skills & Abilities** |  |  |
| 2.1 | Excellent verbal and written communication skills. | E | AF, S |
| 2.2 | Excellent interpersonal and executive level negotiation skills. | E | AF, S |
| 2.3 | Highly creative with experience in identifying target audiences and devising digital experiences that engage, inform and motivate.  | E | AF, S |
| 2.4 | Ability to build effective working relationships with senior colleagues across and outside of the University. | E | AF, S |
| 2.5 | Strong analytical and decision-making skills with evidence of data-driven thinking. | E | AF, S |
| 2.6 | Outstanding leadership skills with clear evidence of leading successful teams.  | E | AF, S |
| 2.7 | Excellent organisational skills, and the ability to set priorities for the team to deliver against University strategic objectives and KPI’s. | E | AF, S |
|  | **Qualifications and Training** |  |  |
| 3.1 | Position requires degree in IT, or digital qualifications plus demonstrable senior level website and digital leadership experience.  | E | AF, S |
| 3.2 | Relevant professional qualification.  | D | AF, S |
| 3.2 | Membership of a relevant professional body. | D | AF, S |
| **4** | **Other Requirements** |  |  |
| 4.1 | Self-starter with commitment to delivery of successful organisational outcomes. | E | AF, S |
| 4.2 | Leader with can do approach to work and strong service ethic. | E | AF, S |
| 4.3 | Excellent judgement and ability to deal with sensitive issues. | E | AF, S |
| 4.4 | Leader and motivator while participating in a team environment. | E | AF, S |
| 4.5 | Thought leader in the latest trends and best practice in online marketing and measurement. | E | AF, S |
| 4.6 | Clear thinker, excellent analytical and decision making skills. | E | AF, S |
| 4.7 | Empathy with students. | E | AF, S |
| 4.8 | If you have any examples of online work please provide up to three links. | D | AF |

**Legend**

Rating of attribute: E = essential; D = desirable;

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

1. **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%2C164407%2Cen.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
 |  | 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)** | Dorothy Albrecht |
| **Date** | October 2020 |
| **Extension number** | 5654 |

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.