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**Support and Professional Services**

**Marketing and Communications**

**Content Officer (Web Transformation)**

**ZZ601376**

**Information for Candidates**

**THE POST**

Please see the attached job description and person specification.

**THE TERMS OF APPOINTMENT**

Full-time

Fixed term

Salary is in the range £27,025 - £29,515 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.

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), 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:** | Content Officer (Web Transformation Project) |
| **Faculty/Centre:** | Support and Professional Services |
| **Department/Service:**  **Location:** | Marketing & Communications  Mercantile House |
| **Position Reference No:** | ZZ601376 |
| **Cost Centre:** | 47465 |
| **Responsible to:** | Web Editor (Content) |
| **Responsible for:** | N/A |
| **Effective date of job description:** | October 2018 |

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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 enterprise level web transformation project. |

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| **Purpose of Job:** |
| The Content Officer (Web Transformation Project) will work under the direction of the Web Editor (Content) to create and edit dynamic corporate and academic web content for the new site that aids 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 officer will ensure that the new content is high quality, user-friendly, on brand, meet web accessibility guidelines and SEO compliant. They may also work with Campaigns and Marketing and other teams within the Marketing and Communications Department to develop campaign specific content and with academics and Faculty Web Communications Officers to migrate and edit existing content where appropriate. |

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| **Key Responsibilities:** |
| **Web content management (corporate website)**   1. Work with the Web Editor (content) to create innovative digital content according to the content plan that meets audiences’ needs for the top-level corporate web-pages. 2. Work with the Web Editor (content) and Campaigns and Marketing team to develop effective content that delivers medium to long term campaign objectives. 3. Work with Faculty Web Communications Officers and other University staff to advise on and assist them in developing dynamic and interactive content for the new website and migrate and edit existing content where appropriate. 4. Contribute to the production of a search engine optimisation development plan and assist in its subsequent implementation 5. Review, edit, update and migrate content from the existing websites to the new website. 6. Provide professional advice in relation to web content, identifying relevant information in liaison with academic colleagues.   **Social Media**   1. Work with the Social Media Coordinator to develop andensure integration of social media activity across the University’s new website.   **Online optimisation**   1. Ensure the content for the University’s new website is optimised for search engines. 2. Monitor progress and report on the effectiveness of specific campaigns against robust and measurable KPI’s.   **Usability and research**   1. Ensure web content is user friendly, meets web accessibility guidelines and contributes positively to the user experience. 2. Stay abreast of issues, and good practice in developments in content strategy and the use of the web and digital media in higher education.   **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 (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. Support the Web Editor (Content) in providing on-going training and support to devolved web authors on a group and/or individual basis on the development of effective and innovative digital assets. 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. 3. Plan, allocate resources for and ensure completion of small/minor projects.   **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  Web Editor (Content) - Line Manager  Colleagues in the Web and Digital Marketing Team  Colleagues in the Marketing and Communications Department  Faculty Web Communications Officers  International Marketing Officer  **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 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 |
|  | Understanding of web usability, trends and accessibility, including effective use of digital assets on the web. | E | AF/S |
|  | Experience and knowledge of search engine optimisation techniques. | E | AF/S |
|  | Experience of selecting, producing and delivering compelling and creative digital assets for large organisations. | E | AF/S |
|  | Understanding of website structures, planning, information architecture and user experience. | D | AF/S |
|  | Experience of writing copy for email marketing campaigns | D | AF/S |
|  | Experience with Photoshop or equivalent digital asset software systems. | D | AF/S |
|  | Understanding of the needs of those working and studying in a higher education environment. | D | AF/S |
|  | Experience of working in a team environment to brand and policy guidelines. | D | AF/S |
| **2.** | **Skills and Abilities** |  |  |
|  | 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 |
|  | Effective interpersonal skills and the ability to work confidently and diplomatically with people at all levels from students to senior management. | E | AF/S |
|  | An eye for detail and consistency, and the ability to work to high professional standards. | E |  |
|  | 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 and that is 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 |
| **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 and current students, academics, and local and international users. | E | AF/S |
|  | Willingness and ability to contribute ideas to team strategy | E | AF/S |
|  | Interested in other websites and their developments (particularly education sector) | D | AF/S |

**Legend**

Rating of attribute: E = essential; D = desirable

Source of evidence: AF = Application Form; S = Selection Programme (including Interview, 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?_ga=2.200832430.1671809099.1532936140-2143047303.1525938524) **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) |  |
| 1. Manual Handling (of loads/people) |  | 14. Working at height |  |
| 1. Human tissue/body fluids (e.g. Healthcare workers, 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, book sensitization etc) |  | 20. Small print/colour coding |  |
| 1. Ionising radiation/ non-ionising radiation/lasers/UV radiation | | 21. Contaminated soil/bio-aerosols |  |
| 10. Asbestos and lead | | 22. Nanomaterials | |
| 11. Driving on University business (mini-bus, van, bus, forklift truck etc) | | 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)** | Thomas Hallett |
| **Date** | 3 December 2018 |
| **Extension number** | 5766 |

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.