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**Professional Services**

**Marketing & Communications**

**Senior Web & Digital Manager**

**ZZ008251**

**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 £54,421 - £63,059 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.

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.

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.

For information on how to find our campus and the navigation of buildings (including accessibility), please see <https://www.accessable.co.uk/university-of-portsmouth> (click on the Access Guides tab at the top of the page, and then click on "view all access guides".



**UNIVERSITY OF PORTSMOUTH – RECRUITMENT PAPERWORK**

1. **JOB DESCRIPTION**

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| **Job Title:** | Senior Web and Digital Manager |
| **Faculty/Centre:** | Professional Services |
| **Department/Service:****Location:** | Marketing and CommunicationsMercantile House/Hybrid |
| **Position Reference No:** | ZZ008251 |
| **Grade:** | 9 |
| **Cost Centre:** | 47465 |
| **Responsible to:** | Head of Web and Digital Marketing |
| **Responsible for:** | * 2 X Senior Content Designers
* 1 X Senior SEO and Reporting Lead
* 1 X Content Officer
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| **Effective date of job description:** | February 2023 |

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| **Context:**  |
| 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, press and public relations, marketing campaigns, market research, digital marketing and web.  |
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| **Role of the Web and Digital Marketing Team:** |
| The Web and Digital Team is responsible for leading the development and implementation of the University’s web and digital presence which includes the design, architecture, navigation and all online content within the University website, the team ensures that the website meets our user and business needs. In addition, the Web and Digital Team drives the digital activity for the universities wider web presence and provides support and expert advice to Faculties and business units to ensure the most effective impact for the delivery of business objectives, through digital platforms.  |

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| **Purpose of Job:** |
| To manage the Web and Digital team with a specific focus on ensuring effective and efficient implementation of strategy and outstanding customer service. The Manager will ensure the University website and digital initiatives meet the University’s strategic business objectives and needs, in line with user trends and expectations. Under the direction of the Head of Web and Digital, the Manager is responsible for the management of the University website content team and will drive business objectives including recruitment targets, research profile, reputation enhancement, brand awareness and industry and community engagement. This role will implement robust QA processes which will ensure quality up to date and SEO optimised content across the University web presence.Working collaboratively within the University, the Web and Digital Manager will be required to engage and develop excellent relationships with key individuals and teams within our Faculties and Professional services departments to ensure appropriate website roadmaps are developed and refreshed, focusing specifically on the institution’s strengths and the utilisation of the University’s investment in digital technologies. The Manager will also be responsible for improving the effectiveness of our web team and web presence, working closely with our Campaigns team and the prioritisation of content updates across key sections of the website (such as the course, faculty and corporate pages), SEO optimisation, and the use of analytics and user research to define clear return on investments. |

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| **Key Responsibilities:** |
| **Management and people development** * Provide leadership and strategic direction to the web content team
* Conduct Performance Development Reviews (PDRs), recruitment, induction and training of staff, agreeing individual objectives and development needs that support institutional needs
* Regularly communicate the aims and objectives of the Marketing and Communications Department and give support and constructive feedback on performance
* Investigate performance, disciplinary and grievance matters and take action when necessary, using University procedures.
* Operational planning to support and develop the work of the team
* Manage workflows and delegate to team members to ensure work packages are delivered on time
* Overall project management of the team for small/minor projects

**Digital** * Be an expert in user experience, web content and digital marketing best practice
* Ensure the University’s website is constantly optimised for search engines (SEO)
* Ensure the University’s website is compliant with WCAG 2.1 (AA) accessibility guidelines
* Be responsible for upholding the University’s brand through online channels
* Be responsible for ensuring the best online customer experience.
* Contribute to the development of CRM strategy and data management
* Deliver regular and ad-hoc insight reports on key business of website performance and outline recommendations for optimisation and improvement
* Provide creative innovation to projects

**Web strategy, UX and content management*** Manage and implement the University’s digital strategy and web governance policy.
* Develop and maintain a continuous optimisation and improvement plan for website performance
* Support the integration of digital media activities – social, video and content
* Provide advice and recommendations around web development and digital content across the University
* Stay up to date with latest digital and user experience trends and best practice

**Liaison and representation*** Liaise with academic and professional staff to coordinate and advise on the University website to ensure brand and messaging consistency
* Liaise with Faculty Web Communication Officers, Deans, Associate Deans of Students and Professional Services colleagues to optimise available resources for improving the University’s online content.
* Represent the Web and Digital Marketing Team at relevant meetings.

**Communication and collaboration*** Coordinate the work of devolved authors and content providers around the University across digital channels
* 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.
* 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*** Use project management skills and techniques to deliver core responsibilities and support digital projects.
* Proactively work with members of the Marketing and Communications Department to ensure an integrated approach to the development of digital marketing and communications.

**Other requirements:*** Commitment to providing high levels of customer service
* Occasional flexibility to work unusual hours and to travel
* 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.
* **This post requires weekend working for which prior notice will be given.**
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| **Working Relationships:** |
| **Internal**Head of Web and Digital Marketing – Line ManagerWeb and Digital Marketing TeamMarketing and Communications DepartmentFaculty staff – Associate Dean Students and Web Communications OfficersInternational OfficeInformation ServicesAcademic Registry**External**CMS, Search Engine, Marketing Automation and other core vendorsWeb Hosting VendorDigital media agencies |

1. **PERSON SPECIFICATION**

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| **No** | **Attributes** | **Rating** | **Source** |
| **1.** | **Specific Knowledge and Experience** |  |  |
|  | Experience in managing a team of digital professionals | E | AF, S |
|  | Experience in managing the digital presence of a large and complex organisation, including a strong understanding of website structures, planning and information architecture | E | AF, S |
|  | Strong technical knowledge and understanding of digital and web development | E | AF, S |
|  | Experience with managing an enterprise level Content Management System in a large organisation with many users and different roles.  | E | AF, S |
|  | Strong knowledge of UX, UI, CX and accessibility best practises  | E | AF, S |
|  | Deep experience of optimising digital experience using analytics to drive improvements in conversion  | E | AF, S |
|  | Evidence of successful management of strategic digital projects  | E | AF, S |
|  | An applied and demonstrable understanding of the principles of content strategy, Search Engine Optimisation and web governance  | E | AF, S |
|  | Experience of using Google Tag Manager (or other Tag Managers), digital measurement tools and social media monitoring tools | E | AF, S |
|  | Experience with Adobe Creative Suite | D | AF, S |
|  | Understanding of the needs of those working and studying in a higher education environment | D | AF, S |
|  | Experience in copy-editing and proofreading  | D | AF, S |
| **2.** | **Skills and Abilities** |  |  |
|  | Excellent team management skills | E | AF, S |
|  | Excellent organisational skills and the ability to prioritise a busy workload, keep to briefs and deadlines and multitask. | E | AF, S |
|  | Ability to write clear and concise job briefs for digital projects, and work with web developers on project delivery | E | AF, S |
|  | Strong leadership competencies and influencing skills and the ability to work confidently 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 | 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 |
|  | 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 |
|  | Skilled in working in a project management environment  | 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, commitment to job | E | AF, S |
|  | Sensitivity to the needs and expectations of a diverse audience, including current and prospective students, academics, and local and international users | E | AF, S |
|  | Interested in developments in the digital marketing industry | E | AF, S |
|  | Interested in other areas of Marketing and Communications  | D | AF, S |
|  | Interest in the Higher 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%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
 | 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)** | Julian Wootton |
| **Date** | 10/02/23 |
| **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.