Job Description and Person Specification

Summary

Job title:	Content Designer (Website Content Team)
Faculty:	Student Recruitment Marketing
Reference:	EHA1275-0724
Grade and Salary:	£30,487 - £32,982 per annum Grade 6, Points 23-26
Contract Type:	Permanent
Hours:	Full Time (36.25 hours per week)
Location:	Ormskirk
Accountable to:	Head of Recruitment Marketing
Reporting to:	Senior Website Content Manager

About the Department

The Website Content Team is a high-performing unit in the Student Recruitment Marketing Department. The team has a broad remit that includes coordinating student-recruitment-focused website content, project managing new developments and features in collaboration with Web Services and delivering training and support to a network of devolved content authors.

About the Role

As Content Designer in the Website Content Team, you'll be responsible for coordinating website content updates for a wide range of audiences. You'll be familiar with managing complex website content projects, working collaboratively with colleagues in IT Services and others in academic and support functions to deliver audience-led developments.

You will also be responsible for creating, updating, optimising, reviewing and evaluating website content for a wide range of audiences. You'll be familiar with using evidence, analytics data and research to inform decisions about content hierarchy and information architecture. You'll be comfortable with creating user stories, scoping ideas for research and may have taken part in pair working too. You'll use software and tools to quality assure content published on the website, addressing broken links and inaccessible content and implementing our writing guide. You'll have a good understanding of SEO to identify gaps in our content and to implement different optimisation strategies. You'll also be familiar with user-centred content design principles, including web usability and user experience (UX) design.

You'll manage requests to update or create new content from a range of subject matter experts, and work with our Web Services Team and other staff to facilitate solutions where necessary.

You'll build relationships with staff in the Recruitment Marketing Department and others across the University to identify user needs and create user focused content and solutions. You'll also liaise and work with a network of devolved content authors and editors and contribute to our community of practice and drop-in/training sessions.

In this role, you'll occasionally manage interns and assistants, who will have varying levels of responsibility to prepare and publish web content.

Duties and Responsibilities

Content development and structure

1. Create and edit web content using WordPress, liaising with content owners, subject matter experts in other departments and colleagues in the Recruitment Marketing team as necessary. Ensure high levels of accuracy and quality with all content published online, using insight and initiative to make informed editorial decisions.

2. Make independent decisions about the implementation of tone of voice and brand guidance. Expertise in copywriting, including editing, fact checking, proofreading and ensuring that content adheres to University guidelines, is essential.

3. Maintain and manage University websites and pages, ensuring that content adheres to relevant legislation and regulations, including General Data Protection Regulation (GDPR) guidelines, Web Content Accessibility Guidelines (WCAG) 2.2 and Competition and Markets Authority (CMA) advice.

4. Create and edit content which is optimised for search and mobile devices, making informed decisions about content hierarchy, information architecture (IA) and use of relevant keywords. Work closely with the Website Content Team Manager and Senior Marketing Manager to implement our website content SEO strategy.

5. Implement user-centred content design principles, including web usability, writing for the web, web content creation and user experience (UX) design.

Internal stakeholder management and liaison

1. Lead digital content projects within specific areas of responsibility, liaising with stakeholders to gather requirements and understand needs, before suggesting solutions and guiding them to completion.

2. Manage requests for new content pages and functionality through the Website Content Team inbox, providing support and guidance to colleagues, and establishing and following workflows.

3. Develop informal networks and relations with a wide range of peers, colleagues and stakeholders, both within the University and across the sector.

4. Work proactively with colleagues across the Department to support the delivery of the full range of student recruitment activities undertaken, including open days and offer holder days.

Testing, research and evaluation

1. Lead projects which feed into the development of the University's website by undertaking user research, user testing and analysing qualitative and quantitative data to understand our audiences and their needs. Translate user stories for multiple audiences and propose design approaches or services to meet identified needs.

2. Design content to meet user needs and make complex languages and processes easy to understand, particularly for current student and prospective student facing content. Review and approve others' website updates and provide advice on content design and methods, promoting user-centred content design.

3. Use high level skills to lead and manage user testing and/or research to improve website usability, accessibility and IA, focussing on recruitment content, but also suggesting improvements to content in all areas of the website.

4. Contribute to analysis and reporting of engagement with digital content and campaigns, using a variety of website tools including Siteimprove, Google Analytics (GA4) and Optimal Workshop. Monitor and review analytics data to inform future developments and update existing pages to improve effectiveness.

Training and sharing best practice

1. Initiate and lead content community drop-in sessions, produce and update training materials and contribute to communications with nominated website editors and authors to communicate improvements and best practice.

2. Deliver one to one and group staff training in the effective use of web systems, procedures and the University's Content Management System (CMS), WordPress, and operate within the governance structure established for the University's website. This training will usually have a focus on content design, UX and SEO optimisation, and the post holder will provide guidance to colleagues across the University with a range of expertise and experience.

3. Lead on our strategy to monitor and address website content updates made by editors and authors, identifying necessary content improvements, new or updated website content block requirements and any updates to existing governance, user group restrictions or content checklists.

Project management, staff management and problem solving

1. Line manage and coordinate work undertaken by interns and student helpers, agreeing and setting objectives, delegating and overseeing tasks and providing guidance as required.

2. Lead on and project manage the development of new website content, sections and features, working with staff in Student Recruitment Marketing and other departments.

3. Source and display information from various sources in a clear and coherent way. Use a creative approach to devise new solutions to content design problems and share best practice to encourage others to use content hierarchy and UX skills and techniques.

4. Use UX techniques to advise and problem solve all types of digital content issues, including research into new systems and developing workflows and efficiencies, as required.

In addition to the above all Edge Hill University staff are required to:

a) Adhere to all Edge Hill's policies and procedures, including Equality and Diversity and Health and Safety

b) Respect confidentiality: all confidential information should be kept in confidence and not released to unauthorised persons

c) Undertake appropriate learning and development activities as required

d) Participate in Edge Hill's Performance Review and Development Scheme

e) Adhere to Edge Hill University's environmental policy and guidelines and undertake tasks in a sustainable manner

f) Demonstrate excellent Customer Care in dealing with all customers

6. Proactively consider accessibility and ensure appropriate quality assurance of templates, documents and published outputs using software such as Microsoft Accessibility checker and Blackboard Ally

Eligibility

Candidates should note that shortlisting will be based on information provided on the application form with regard to the applicant's ability to meet the criteria outlined in the Person Specification attached.

Person Specification

Please note that applications will be assessed against the Person Specification using the following criteria, therefore, applicants should provide evidence of their ability to meet all criteria. Where a supporting statement is indicated you will be asked to provide a statement of how you meet this criterion within the application form.

Qualifications

Criteria	Essential or Desirable Criteria	Method of Assessment
Educated to degree level or to have relevant work experience.	Essential	Application
UX, content design, SEO, CIM, project management or other professional diploma or relevant qualifications or training.	Desirable	Application

Experience and Knowledge

Criteria	Essential or Desirable Criteria	Method of Assessment
Experience of collating information from a range of different sources and presenting it in a structured and coherent way.	Essential	Interview & Test
Experience of successfully developing and coordinating complex projects; and knowledge of a variety of project management techniques and tools, including workflows.	Essential	Supporting Statement & Interview
Expert understanding of web content including content design, usability, structure, user experience, navigation and information architecture.	Essential	Supporting Statement & Interview
Knowledge of standards-compliancy and writing for accessibility, using style guides, tone of voice and other relevant guidance and frameworks.	Essential	Supporting Statement & Interview
Knowledge of legal related issues, including applying WCAG 2.2 to content design work, copyright, CMA and GDPR	Essential	Supporting Statement & Interview
Knowledge of Content Management Systems, and other web content and development software platforms	Essential	Supporting Statement & Interview

Experience of line managing staff and working closely with a range of stakeholders to foster good and efficient relationships with colleagues.	Desirable	Supporting Statement & Interview

Abilities and Skills

Criteria	Essential or Desirable Criteria	Method of Assessment
Excellent written communications skills, including the ability to write in plain English, following style, tone of voice and brand guidance	Essential	Application & Test
Ability to work on own initiative, work effectively under pressure and meet deadlines with a 'hands on' approach, making timely, robust and independent decisions.	Essential	Supporting Statement & Interview
Able to work as part of and lead a team, overseeing the work of staff, students and interns.	Essential	Supporting Statement & Interview
Excellent interpersonal and organisational skills with a user-focused approach, whether dealing with academic staff, external organisations, or team members.	Essential	Supporting Statement & Interview
Ability to produce training/how-to guides and break down complicated, technical concepts and processes.	Essential	Application, Supporting Statement & Interview

Candidate Guidance and How to Apply

At Edge Hill University we value the benefits a rich and diverse workforce brings to our community and therefore welcome applications from all sections of society.

For informal enquiries about this vacancy, you may wish to contact: Mike Claridge, Senior Website Content Manager at claridgm@edgehill.ac.uk.

When you are ready to start the formal application process, please visit our Current Vacancies website, search for the role you wish to apply for, and select the 'Apply Online' button at the bottom of the job advert. The online application form can be completed in stages and can be revisited at any time. The form automatically saves as you enter your information, and you can move backwards and forwards between individual form sections at any time prior to application submission. Help is available at each stage to guide you through the form. Before final submission, you can preview your application and can then choose to refine or submit the form.

As part of your application, you will be asked to provide details of two referees. Please see our application form for guidance on how to nominate your referees.

Please refer to the advert for the closing date for this vacancy, all applications must be submitted by 11:59pm on this date. Please note that you will receive an automated email from our online recruitment portal to confirm receipt of your application. Please check your spam/junk mail if you do not receive this email.

Following the closing date, we will contact you by email to let you know whether or not you have been shortlisted to participate in the next stage of the selection process. We try our best to inform all applicants within two working weeks following the closing date.

If you are offered the post, the offer will be subject to pre-employment clearance. You will be asked to provide: proof of your right-to-work in the UK; proof of your identity and evidence of your qualifications and professional memberships as referenced as essential or desirable in the person specification for this role. You will also be asked to complete onboarding forms including a pre-employment health questionnaire to support the University make appropriate adjustments to support you in the role. The University will also contact the referees you have nominated. Please note that you may be asked for alternative or additional referees as we seek references that cover your previous three years of employment history. Following successful completion of pre-employment clearances, as relevant, please see job advert) a start date will then be arranged with you.