Job Description and Person Specification

Summary

Job title:	Content Designer
Area:	Student Recruitment Marketing
Reference:	EHA0489-0625
Grade and Salary:	£31637 - £ 34132 per annum. Grade 6, Points 23 to 26
Contract Type:	Permanent
Hours:	Full Time (36.25 hours per week)
Location:	Campus based role. Ormskirk, Lancashire, L39 4QP
Accountable to:	Head of Recruitment Marketing
Reporting to:	Senior Website Content Manager

About the Department

The Website Content Team is a dynamic and high-performing group within the Student Recruitment Marketing Department. Their wide-ranging responsibilities include coordinating student recruitment-focused web content, managing the delivery of new features and developments in partnership with Web Services, and providing training and support to a network of distributed content authors.

About the Role

You will coordinate website content updates tailored to diverse audiences. This role involves managing complex web content projects and collaborating closely with colleagues in IT Services, as well as academic and support teams, to deliver user-focused enhancements.

You will be responsible for creating, updating, optimising, reviewing, and evaluating website content for a diverse range of audiences. You'll use evidence, analytics, and user research to inform decisions around content hierarchy and information architecture. Comfortable developing user stories and scoping research ideas, you may also have experience with pair working.

Using a range of tools and software, you will ensure the quality of published content by fixing broken links, addressing accessibility issues, and applying our writing style guide. A solid understanding of SEO will help you identify content gaps and implement effective optimisation strategies. You will also be well-versed in user-centred content design principles, including web usability and user experience (UX) best practices.

You will manage content update and creation requests from a variety of subject matter experts, collaborating with the Web Services Team and other colleagues to develop effective solutions as needed.

You'll develop strong working relationships with colleagues in the Recruitment Marketing Department and across the University to understand user needs and deliver user-focused content and solutions. You'll also collaborate with a network of devolved content authors and editors, contributing to our community of practice as well as supporting drop-in sessions and training activities.

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

Internal Stakeholder Management and Liaison

1. Take the lead on digital content projects within designated areas, working closely with stakeholders to gather requirements, understand their needs, propose effective solutions, and oversee delivery through 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 that contribute to the ongoing development of the University's website by conducting user research, user testing, and analysing both qualitative and quantitative data to gain insights into audience needs. Translate user stories for diverse audiences and recommend design solutions or services to address those needs effectively.

2. Design content that addresses user needs and simplifies complex language and processes, with a focus on content for current and prospective students. Review and approve website updates submitted by others, offering guidance on content design and techniques while promoting user-centred content practices.

3. Use high level skills to lead and manage user testing and/or research to improve website usability, accessibility and IA, focusing 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: adhere to all University policies and procedures; demonstrate excellent customer care; undertake appropriate learning and development; actively participate in performance review; encourage equality, diversity and inclusion; respect confidentiality; act in a sustainable manner; and proactively consider accessibility.

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

Criteria	Essential or Desirable Criteria	Method of Assessment
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

Join our team at Edge Hill University! We're looking for talented individuals to join our dedicated and supportive community and make a difference to our students. At Edge Hill we value the benefits a rich and diverse workforce brings and welcome applications from all sections of society.

Have any questions?
For informal enquiries about this vacancy, please contact Mike Claridge, Senior Website Content Manager at Claridgm@edgehill.ac.uk.

Ready To apply:
1. Go to our jobsite - https://jobs.edgehill.ac.uk/Vacancies.aspx

2. Find the role you wish to apply for.

3. Click the **"Apply Online"** button on the job advert and follow the easy steps to prepare and submit your application.

Key points:
- **Closing date:** Please refer to the advert for the closing date for this vacancy. Vacancies automatically close at 23:59pm [GMT]. Please note, that the University may on occasion close a post early if vacancies attract high volumes of applications; we therefore encourage you to prepare and submit your application in good time.

- **Next steps:** We'll contact you by email, usually within two weeks, to let you know if you have been shortlisted.

- **Shortlisting**: Information you provide on your application will be assessed against the person specification for this role. We encourage you to clearly show how you meet the requirements presented in the person specification. We encourage use of specific examples of your experience, knowledge and skills within your supporting statement(s).

- **Pre-employment checks:** Following offer, successful candidates will need to provide original proof of identity, qualifications and professional memberships, and evidence their right to work in the UK. You will also complete a pre-employment health questionnaire to support Edge Hill University make appropriate adjustments to support you in the role.

- **References:** You will be asked to provide details of two referees on your application form. References will be collected following issue of an offer of employment. Guidance on how to select your referees is provided on the

form. The University may ask you for alternative or additional referees to cover your previous three years of employment during pre-employment

- **Start date:** A start date will be arranged after pre-employment checks are completed.