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Job Detail

(Overview, Role Detail and Person Specification)

Marketing, Recruitment & External Relations Directorate

Senior Web Officer – Grade 7

(Ref: MPF4117)

Role title: Senior Web Officer

Reports to: Web Manager

Overview

The Directorate of Marketing, Recruitment and External Relations is responsible for the core range of activities that promote and engage with the University's external environment and stakeholders. The Directorate is the brand guardian with a remit that covers student recruitment and admissions (both home and international), corporate and academic school specific marketing, corporate events and alumni & development.

The Directorate is responsible for the strategic planning and operational delivery of key activities that support the University's ambitions for growth, diversity, increased profile and that gives greater engagement with our friends to support that ambition both in kind and through philanthropic support.

The Marketing and Communications Team within the Directorate is responsible for the evolution and stewardship of the University brand, including proposition and key messages, content, tone, style and imagery. Dedicated to the delivery of professional marketing and communication resources to stakeholders across the University, the team is particularly (but not exclusively) focused on providing support for student recruitment supporting our ambitions to both grow and diversify our core markets in teaching and learning.

Working closely with colleagues across the University the Marketing and Communications Team offers expert insight to maximise market opportunities, informing the design and delivery of integrated marketing campaigns as well as bespoke marketing activity and solutions that may be required from time-to-time. The team leads on developing and creating key communications by working in partnership with internal and external stakeholders.

Role Detail

Role Purpose

As Senior Web Officer, you will play a pivotal role in driving the ongoing development and maintenance of our website and other digital estates connected to our marketing operations, including our main Drupal based website, our network of WordPress sites as well as other standalone static and dynamic websites. You'll be part of a multi-skilled team with expertise in web development, content strategy, UX and SEO.

As an experienced web professional, you'll understand the role of UX and UI in delivering great customer experience. You'll have a strong understanding of web accessibility and experience of meeting accessibility standards. You'll be comfortable working with front-end and back-end technologies with advanced knowledge of HTML, CSS, JavaScript and PHP.

You'll utilise your experience in digital marketing and your strong communication skills to advise colleagues within the Marketing Department and across the University on best practice. As a senior team member you'll guide and support other members of the Web Team and work closely with the Web Manager.

You will proactively monitor and action any strategic web projects as indicated by the Web Manager and look to modify existing web services where applicable. You will also be comfortable in making informed decisions about what languages, frameworks, and architectures to employ and provide effective, creative, and innovative solutions to problems.

To apply, please attach:

- A detailed supporting statement outlining your knowledge, skills and experience and explaining how you meet the person specification
- A copy of your CV

Responsibilities

- Software/design knowledge utilising development, staging, and live environments with understanding of version control, automated testing and correcting bugs.

- Work as a central member of a small team, relying on your own initiative to frequently deputise for the Web Manager and represent the team within the Directorate and across the university.

- Employ your advanced knowledge of HTML and CSS to maintain and develop web content across all university web platforms, setting best practice standards to be adhered to by web officers.

- Act as an authority on web technologies such as JavaScript and PHP

- Lead the team on processes for in site building and administration within all web frameworks used within the university: you will focus on Drupal CMS and WordPress but will need to be able to develop 'standalone' sites as required.

- Set the principles behind template building within the Drupal CMS that can be followed by the web officers.

- Ensure that all web content adheres to accessibility and UX best practice and guidelines.

- Be efficient at testing new components as per internal and agency lead development.

- Keep abreast of trends and developments and make recommendations for future developments.

- Train staff from all areas of the University as to how to use the Drupal CMS and to provide ongoing support.

- Train staff and provide consultancy services on Digital Marketing principles and techniques such as landing page design and optimisation, campaign tracking and reporting for analysis and any website campaign interactions using a range of tools as appropriate.

- Drive the approach to translate website designs into a responsive website that works with modern browsers and internet connected devices.

- Design and develop digital campaigns in HTML/CSS; this is likely to focus on HTML Email, campaign landing pages and other social media content.

- Take briefs, evaluate best practice, build out wireframes and to create structured, page designs that give a strong user experience.

- Be both proactive and reactive in supporting specific digital projects often in collaboration with the digital team and the wider University; acting as an authority on web development issues.

- Respond to recommendations of internal and external auditors and other reviews.

- Have excellent writing, editing, proofreading and fact-checking skills; exceptional organisational skills and troubleshooting ability, regardless of specific technical familiarity.

- Develop skills both specific to the role but also beyond the role when this will inform further the HE environment and relevant policies.

- Perform any other duties appropriate to the grade as may be required.

- Comply with the personal health and safety responsibilities specified in the University Health and Safety policy.

- Engage with the University's commitment to deliver value for money services that optimise the use of resources by maintaining a cost-conscious approach when undertaking all duties and aspects of the role.

- Promote equality and diversity for students and staff and sustain an inclusive and supportive study and work environment in accordance with University policy.

- This role detail is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

Person Specification

Qualifications

	The successful candidate should have:	Essential/ Desirable	Tested by* A, I, P, T
1	Degree or equivalent	E	A

Background & Experience

	The successful candidate should have:	Essential/ Desirable	Tested by* A, I, P, T
2	Experience in web management	E	A, I
3	Experience of leading web development projects	E	A, I
4	Experience of testing and feeding back in a consistent manner	D	A, I
5	Experienced user and administrator of Content Management Systems such as Drupal and WordPress	E	A, I
6	Experience of developing and implementing digital marketing campaigns	D	A, I
7	Experience of advising and training on all web aspects of digital marketing	D	A, I
8	Experience of setting best practice approach to CMS admin configuration	D	A
9	Building, updating and maintaining HTML email templates	E	A, I

Knowledge

	The successful candidate should have demonstrable knowledge of:	Essential/ Desirable	Tested by* A, I, P, T
10	Troubleshooting websites	E	A
11	Building sites, uploading content and administering web content management systems	E	A, I
12	Advanced HTML and CSS skills	E	A, T
13	Understanding of Search Engine Optimisation principles	D	A, I
14	Administering Google Analytics, Google Tag Manager and Google Data Studio	D	A, I
15	Web best practice, usability and accessibility skills	D	A, I
16	Experience in using CSS frameworks (eg. Bootstrap, Foundation, Bulma, Tailwind etc)	E	A, I
17	An understanding of CSS methodologies	E	A, I
18	Advanced knowledge of JavaScript	E	A, I
19	Advanced knowledge of PHP and Database technology	D	A, I

Skills & Competencies

	The successful candidate should demonstrate:	Essential/ Desirable	Tested by* A, I, P, T
20	Experience in leading development on a large scale multi-faceted website	E	A, I

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21	Experience of working with external agencies	**E**	**A, I**
22	Experience of training team members in web technologies	**E**	**A, I**
23	Excellent written and oral communications skills	**E**	**A, T**
24	Ability to manage multiple projects simultaneously	**E**	**A, I**
25	Highly detail orientated	**E**	**A, T**
26	Excellent team working skills	**E**	**A, I**
27	Best practice approach to internal web processes	**E**	**A, I**
28	Ability to work on own initiative	**E**	**A, I**
29	Experience of using version control systems such as GIT	**E**	**A, I**
30	Experience of cross-browser/ cross device compatibility testing	**E**	**A, I**
31	Experience of web templating languages such as Twig, Handlebars, Nunjucks, JSX.	**D**	**A, I**

A = Application form, I = Interview, P = Presentation, T = Test

Details of any assessments required will be provided in the invitation to interview letter.

- Appointments to grades 1 to 6 will normally include a competency-based interview and work-based simulation exercise

- Appointments to grade 7 and above will normally include a competency-based interview and presentation and in some instances a work-based simulation exercise.

Candidate guidance

In order to fully meet the essential criteria candidates must show clear evidence of how they meet the criteria. Simply stating that you have a skill or experience in an area is not sufficient, you must provide a clear example to show how you have met each of the criterion you address.

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