The University of Sussex is seeking two Web Content Officers to join its Web Team. We’re looking for highly organised team players with experience of delivering web content and a panache for writing engaging copy. Whether you come from an agency, HE or non-governmental organization background, you will need excellent client and customer service skills, working as you will alongside our 11 Academic Schools and Professional Services. You will need a good understanding of how different digital assets can be used to best effect to make a compelling web offer that ensures an engaging user experience. A keen eye for detail and skills and experience in writing copy for the web is essential, as well as having knowledge of other web technologies to help deliver high quality web content to further enhance the Sussex website and brand.

Core activities in this role include copywriting, ensuring relevant web pages work in tandem with high quality digital and social media campaigns, undertaking detailed competitor research and ensuring that Sussex content continues to engage. The Web Content Officers will be based in the Web Team who are a part of the larger Digital and Creative Media Team and will support members of the Marketing Team. They will also work alongside current editors of School and Professional Services websites ensuring that content and page elements comply with University brand and web standards.

The University Web Team is responsible for supporting the development of and for implementing high quality web content for the academic Schools and Professional Services of the University. The team are central to building a ‘digital first’ philosophy at the University and ensuring that our content drives success.

This is an exciting time to join the Digital and Creative Media team within the Student Recruitment and Marketing Division at Sussex. The work of the team is central to our brand proposition and achieving ambitious recruitment targets. We take an evidence based approach to our marketing communications at Sussex and a significant area of work for the Web Content Officers will be providing a detailed knowledge of the changing nature of digital engagement, our competitors, as well as delivering comprehensive evaluation of our web metrics to refine our activities.

Closing date for applications: 28 October 2016
Interviews will take place in the week beginning: 7 November 2016

For full details and how to apply see www.sussex.ac.uk/jobs

The University of Sussex is committed to equality of opportunity
2. **Senior leadership and management**

The Vice-Chancellor (Professor Adam Tickell) is the senior academic officer and, as Chief Executive, is responsible to the University Council for management of the University. He is supported by an executive group which includes the three Pro-Vice-Chancellors, the Registrar and Secretary, the Director of Finance and the Director of Human Resources. The Heads of the Academic Schools at Sussex report to the Pro-Vice-Chancellors.

The Registrar and Secretary heads the Professional Services of the University. In addition, under the University Statutes, the Registrar and Secretary is Secretary to the University Council. The Director of Finance reports to the Vice-Chancellor. The Director of ITS reports to the Registrar and Secretary, and the Librarian reports to one of the Pro-Vice-Chancellors.

3. **Professional Services**

The Professional Services comprise approximately 750 staff across eleven main divisions. The budget is approximately £12m a year.

Reporting to the Registrar and Secretary, the Professional Services are organised as follows:

- Academic Registry
- Communications & External Affairs
- Development and Alumni Relations
- Health, Safety and Environment
- Human Resources
- Planning, Governance and Compliance
- Research and Enterprise
- Residential and Campus Services
- Student Recruitment and Marketing
- Student Services
- Finance

The University's professional services also include the Finance Division, with the Director of Finance reporting to the Vice-Chancellor.

The professional services support within each of the eleven Schools of Studies is headed by a School Administrator who reports to their Head of School.

**Student Recruitment and Marketing**

The Student Recruitment and Marketing Division has a leading role in promoting the work of the University to external audiences as well as working closely with the academic Schools to provide professional advice and guidance in the area of marketing and student recruitment.

The division manages student recruitment for the University and is comprised of UK Recruitment, Marketing, the Digital and Creative Media Team and the International Office.

**The Web Team**

The Web Team are a key part of the Digital and Creative Media Team. These posts seek to combine web content, video, social media and analytics expertise, ensuring an evidence-base for marketing activity at Sussex. It's their job to ensure that the website is easy to use, informative, accessible, on-brand and portrays the vibrancy and core values of the University. The team works closely with other Student Recruitment and Marketing teams and
with colleagues in the Communications Division to support the Schools and Professional Services of the University.

4. **Job Description**

**UNIVERSITY OF SUSSEX**

**Job Description for the post of: Web Content Officer**

Section / Unit / School: Digital and Creative Media, Student Recruitment and Marketing

Location: Falmer campus

Grade: 5

Responsible to: Web Team Manager (Student Recruitment and Marketing)

Responsible for: Generating engaging content and ensuring web content and page elements comply with University brand and web standards.

**Purpose of the post:**

Working as part of the Student Recruitment and Marketing Division, located in the Digital and Creative Media Team, to assist in the development, implementation and evaluation of centrally administered web pages and School and Professional Services web pages.

**Main tasks**

1. Ensuring compelling copy for core University websites and other digital channels.
2. Undertaking evaluation and maintenance of academic School and Professional Services websites and other digital channels to ensure brand and web standards compliance.
3. Working with Schools and the Marketing Team to enable digital marketing activities and costs to be tracked, monitored and evaluated.
4. Collating web data and research to evidence efficacy of work and demonstrate return on investment.
5. Engage in digital activity and administration.

**1 Ensuring compelling copy for core University websites and other digital channels.**

The post-holder will be responsible for working with Digital and Creative Media and Marketing colleagues to develop compelling copy to ensure an optimal user experience on the Sussex website and other digital channels. There will be opportunity to assess existing content and help develop and implement a web content strategy.

This may include:

- Evaluation of web content for marketing, recruitment and communication purposes and making suggestions for how web information can be improved.
- Writing, editing and checking copy for the web and social media channels.
- Working with Marketing Managers, the Corporate Editor and academic Schools to ensure School websites offer useful, relevant and compelling content and meet the needs of users (from prospective students to research councils and business).
• Working with the Marketing Managers, the Corporate Editor and Professional Services Directorates to ensure Professional Services websites offer useful, relevant and compelling copy (from Human Resources to Marketing and Student Recruitment services).
• Periodically assisting the Social Media Manager with writing copy to support campaigns using Twitter, Facebook and other channels.

2 Undertaking evaluation and maintenance of academic School and Professional Services websites and other digital channels to ensure brand and web standards compliance.

Working with current School and Professional Services web editors you will ensure brand and web content quality standards across the full range of digital promotional and communication activity.

This will involve:

• Helping to establish and maintain a website appraisal and audit procedure which will periodically test existing websites against agreed standards in usability, accessibility, brand, SEO and content. The procedure will include a reporting mechanism which will help inform development.
• Tracking the effectiveness of websites and other digital channels developed via Google Analytics and other monitoring tools including measuring the number of students who are driven to web pages via organic search, referred from the home page, paid search etc.
• Ensuring that web pages are up to date and those that receive low levels of unique visits per annum are checked for relevance and quality, and if not needed are removed.
• Keeping detailed, standardised records of types of web content delivered to assist with evaluation.
• Ensuring web content is on brand and complies with University web standards; that it reflects key messages agreed at institution level and contained within School and Professional Services marketing and development plans, working closely with colleagues in Digital and Creative Media, relevant Marketing Managers, Schools and Professional Services.

3 Working with the Marketing Team and Schools to enable digital marketing activities and costs to be tracked, monitored and evaluated

The post-holder will:

• Track the effectiveness of websites and other digital channels developed via Google Analytics and/or other monitoring tools.
• Provide monthly reports and as when required, to demonstrate the efficacy of work undertaken. These will include project developments, audit and improvement work undertaken and an agreed set of website usage statistics. The reports will be circulated or presented to key colleagues in Student Recruitment and Marketing, Communications, IT Services and other relevant stakeholders across the University.
• Keep records of web content delivered to assist with evaluation.
• Produce reports/presentations of sector best practice to inform web content and work delivered for the Schools.
• Ensure web content is on brand, meets web standards, and reflects key messages agreed at institution level, working closely with colleagues in Digital and Creative Media, relevant Marketing Managers and departments.

4 Collating web data and research to evidence efficacy of work and demonstrate return on investment

The post-holder will:

Support digital research as directed by the Head of Digital and Creative Media and the Web Team Manager. Research activities may include:

• Competitor benchmarking
• Surveys
• User experience focus groups

The Web Content Officers will be proactive in identifying key deadlines and publication dates and updating information and plans accordingly. This will require close team working to ensure consistency and to check work. Attention to detail is essential.

The Web Content Officer will be confident and competent in using web reporting tools, interpreting that data and explaining it to others, and will be competent in producing charts, graphs and presentations to argue their case.

Support the development of a detailed understanding of key competitors and content that works for the academic Schools.

5 Engage in digital activity and administration

The Web Content Officer will work within the Digital and Creative Media Team to support in delivering a wide range of copy to support digital activity.

They will:

• Arrange meetings and note-take at School and Department digital meetings, as necessary.
• Keep track of agreed actions and follow up where necessary.
• Ensure good communication and effective information sharing with other Student Recruitment and Marketing teams and academic Schools.
• Deliver training sessions where appropriate to School and Professional Services editors.
• Contribute to the formation of strategic aims for Digital and Creative Media and in weekly meetings and other, less formal discussions, helping to decide on process, procedure and timetable toward achieving those aims.
• Project management of new website developments as they arise and in line with Digital and Creative Media strategic goals and objectives.
• Managing and tracking ownership of web content.
6 Other duties

The post-holder will be required to participate in helpdesk and advice sessions or other duties as required by the Web Team Manager and support other marketing, student recruitment and communications activities as necessary.

The Web Content Officer may from time to time be asked to produce high quality presentations and documents for a variety of purposes, all of which must be in the University’s template and style. Examples of the sorts of presentations and documents required are:

- Presentations on effective copywriting for Professional Services and School staff
- Presentations and reports on the impact of specific web pages for academic Schools
- Presentations and reports of web data for a variety of internal audiences
- Presentations of the results of significant changes to web content and evaluation of work undertaken.

The post-holder may from time to time be asked to assist with the administration of recruitment events on campus, in line with Divisional policy that all Student Recruitment and Marketing staff participate in at least two recruitment events per annum.

The post may occasionally involve some travel to represent the University at recruitment fairs in the UK and Europe and to attend relevant conferences and training.
# Person Specification

**UNIVERSITY OF SUSSEX**

**Person Specification: Web Content Officer**

## SKILLS / ABILITIES

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<th>Essential</th>
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Administrative skills to include good organisational and communication skills appropriate to a busy open plan office environment.  

Ability to take accurate notes at meetings and summarise key actions.  

Excellent standard of written and spoken English in all communications.  

Ability to write clear, concise, accurate and engaging copy for a range of marketing or student recruitment purposes and appropriate for different media.  

Ability to adapt written materials to make them appropriate for different marketing channels.  

Competent in html coding.  

Competent in css coding.  

Competent in using Photoshop  

Ability to deliver clear and concise, accurate and engaging communications for a variety of audiences.  

A proactive and innovative approach to problem solving, with an ability to adapt to changing requirements.  

Excellent time management and the ability to manage several different areas of work concurrently.  

Competence in the use of IT tools, including Word, Excel, Powerpoint and Outlook sufficient to perform the functions of the role as described in the job description.  

Numeracy and close attention to detail.  

Ability to work as part of a team and to foster good relations with a range of colleagues within and outside the institution.  

Ability to administer surveys and conduct basic data queries, neither of which require specialist knowledge or skills.  

Excellent customer and client-service skills.  

## KNOWLEDGE

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Understanding of UK system of Higher Education.  

Understanding application processes to Higher Education.  

Understanding of marketing principles.  

Awareness of different media and comms channels and understanding how they differ in terms of audience engagement.  

Deep understanding of the web as a communication medium, its conventions, strengths and limitations.  

A good working knowledge of web standards around accessibility and usability.  

Sound knowledge of good practice in web design and
| organisation. |  |
| Understanding of the concept of brand identity and brand values. | X |
| Understanding of the concept of visual identity to reflect brand. | X |
| Knowledge and understanding of the changes to UK higher education funding which have taken place during the term of the current Government and the implications of these changes for student recruitment. | X |

### EXPERIENCE

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<th>Essential</th>
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<tbody>
<tr>
<td>Proven experience of working in digital marketing and communications.</td>
<td>X</td>
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<td>Proven ability to engage positively with prospective students/customers and / or colleagues.</td>
<td>X</td>
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<tr>
<td>Experience using web for marketing purposes: eg Google Adwords.</td>
<td>X</td>
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<td>Experience of supporting market or competitor analysis by searching for information on websites.</td>
<td>X</td>
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<td>Experience of comparing data for marketing purposes.</td>
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<td>Experience of evaluating the quality of web content and making suggestions for improvements.</td>
<td>X</td>
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<td>Experience of using social media.</td>
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<td>Experience of using Google Analytics.</td>
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### PHYSICAL ATTRIBUTES / PERSONAL CIRCUMSTANCES

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<tr>
<td>Able and willing to work from 9am to 5.30pm Monday to Friday in an open-plan, desk-based role.</td>
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<td>Confident in telephone and in-person engagements.</td>
<td>X</td>
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