

1 Advertisement

Post Title: Web Editor

School/department: Digital and Creative Media – part of the division of Communications, Marketing and Advancement

Hours: Full time or part time hours considered up to a maximum of 36.5 hours per week. Requests for flexible working options will be considered (subject to business need).

Contract: Permanent

Reference: 8347

Salary: starting at £30,497 to £34,304 per annum, pro-rata if part-time.

Placed on: 03 May 2022

Closing date: 01 June 2022. Applications must be received by midnight of the closing date.

Expected Interview date: TBC.

Expected start date: As soon as possible

This is an opportunity to take the next step in your career as a digital content expert and play a crucial role in how we manage information across the Sussex website and related channels.

You will take the lead in making sure complex information is translated effectively in a user-focused way for our audiences.

You will also work collaboratively with varied teams across the institution, including senior stakeholders, reacting quickly to respond to new information.

You will:

- have a sound understanding of different audiences and user needs
- passionately advocate for web best practice principles and champion accessibility for all web users to maintain high standards
- provide digital guidance and support colleagues to produce their best work
- be highly-organised and be able to prioritise competing demands.

The role may require some out-of-hours working. The role may involve supervising junior staff in future.

Please contact Adrian Imms, Head of Digital Content, for informal enquiries:

a.imms@sussex.ac.uk.

The University of Sussex values the diversity of its staff and students and we welcome applicants from all backgrounds.

2. The School / Division

See more information about the division of Communications, Marketing and Advancement:

www.sussex.ac.uk/schoolsandservices/professionalservices/communications-marketing-advancement

3. Job Description

Job Description for the post of: Web Editor

Department: Digital and Creative Media

Section/Unit/School: Communications, Marketing and Advancement

Location: Campus/remote working

Grade: 6

Responsible to: Head of Digital Content

Responsible for: Creating, editing and managing content on the University website, and ensuring other editors work to best practice principles. Potential for supervising responsibilities.

Main tasks

1. Editing and maintaining content for core University web pages and other digital channels.
2. Providing solutions for presenting complex information digitally – recommending and implementing web best practice, SEO and accessibility standards in digital content.
3. Work with related teams, such as Internal Communications, to react quickly to emerging circumstances and contribute to key projects as required.
4. Work with the Head of Digital Content to execute the Digital Team project plan.

Editing and maintaining content for core University web pages and other digital channels.

The post-holder will be responsible for working with the Head of Digital Content and Web Development Manager to ensure web pages are updated according to requests.

This will include:

- Working with the UX Designer and Data Analyst to ensure content is easy to find and that search is optimised.
- Ensuring content is updated regularly and is continuously checked for accuracy in a fast-moving environment.
- Making sure digital content (such as web pages or files) adheres to accessibility standards.
- Delegating content updates where appropriate.

Providing solutions for presenting complex information digitally – recommending and implementing web best practice, SEO and accessibility standards in digital content.

Working with the rest of the Digital Team and 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 with periodic testing of existing websites against agreed standards in usability, accessibility (including mobile / device optimisation), brand, SEO and content.
- Tracking the effectiveness of websites and other digital channels developed via Google Analytics and other monitoring tools.
- Ensuring digital content is on brand and complies with University web standards.

Work with related teams, such as Internal Communications, to react quickly to emerging circumstances and contribute to key projects as required.

The post-holder will be responsible for working with Internal Communications managers and other stakeholders to provide relevant, accurate content for our audiences.

This will include:

- Writing new advice for students as we respond to challenges during the academic year.
- Supporting project work by providing guidance and advice on staff web pages, working with ITS and HR as required.
- Agreeing to be available for out of hours support.

Work with the Head of Digital Content to execute the Digital Team project plan.

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

They will:

- Help deliver training sessions where appropriate to School and Professional Services editors.
- Advocate for best practice and aim to instil a user-centred way of thinking among stakeholders across the University.
- Work on executing projects in the University’s Digital Team plan, including content audits, developing new website content and evaluating success of projects using tools such as Google Analytics.

4. Person Specification

Person Specification: Web Editor

SKILLS / ABILITIES

	Essential	Desirable
Ability to influence senior stakeholders and represent at a senior level	X	
Administrative skills to include good organisational and communication skills appropriate to a busy open plan office environment.	X	
Ability to take accurate notes at meetings and summarise key actions.	X	
Excellent standard of written and spoken English in all communications.	X	
Ability to write clear, concise, accurate and engaging copy for a range of marketing or student recruitment purposes and appropriate for different media.	X	

Ability to adapt written materials to make them appropriate for different marketing channels.	X	
Competent in basic HTML coding.	X	
Competent in CSS coding.		X
Competent in using Photoshop		X
Ability to deliver clear and concise, accurate and engaging communications for a variety of audiences.	X	
A proactive and innovative approach to problem solving, with an ability to adapt to changing requirements.	X	
Excellent time management and the ability to manage several different areas of work concurrently.	X	
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.	X	
Numeracy and close attention to detail.	X	
Ability to work as part of a team and to foster good relations with a range of colleagues within and outside the institution.	X	
Ability to administer surveys and conduct basic data queries, neither of which require specialist knowledge or skills.	X	
Excellent customer and client-service skills.	X	

KNOWLEDGE

	Essential	Desirable
Understanding of pressures facing UoS	X	
Understanding of UoS audiences	X	
Understanding of UK system of Higher Education		X
Understanding application processes to Higher Education		X
Understanding of marketing principles	X	
Awareness of different media and comms channels and understanding how they differ in terms of audience engagement	X	
Deep understanding of the web as a communication medium, its conventions, strengths and limitations	X	
A good working knowledge of web standards around accessibility and usability	X	
Sound knowledge of good practice in web design and organisation	X	
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

Essential Desirable

Proven experience of working in digital marketing and communications	X	
Proven ability to engage positively with prospective students/customers and / or colleagues	X	
Experience using the web for marketing purposes	X	
Experience of supporting market or competitor analysis by searching for information on websites	X	
Experience of comparing data for marketing purposes	X	
Experience of evaluating the quality of web content and making suggestions for improvements	X	
Experience of using social media	X	
Experience of using Google Analytics	X	

ATTRIBUTES / PERSONAL CIRCUMSTANCES

	Essential	Desirable
Able and willing to work from 9am to 5.30pm Monday to Friday in an open-plan, desk-based role	X	
Confident in telephone and in-person engagements	X	
Able to work some out of hours, as required	X	