

Job Description: Web Content Editor

Department: Web Services

Responsible to: Head of Web Services

Reports to: Web Content Manager

Location: Claverton Campus, University of Bath

Main Function of the Job:

To create and manage the content for the external facing website with a focus on promoting our research and business related activities.

Main Tasks:

1. To work with colleagues across the University, specifically in Corporate Communications and RDSO, to ensure the University website provides clear, accurate and engaging content (written, audio, video and social media)
2. To provide targeted information to maximize the exposure of our research and business activities to different stakeholders
3. Develop and maintain an understanding of the needs and expectations of stakeholders including funding bodies, industry partners, prospective staff and students
4. To work with Web Content Editors in Faculties to develop and deliver information which promotes our research, academics and associated activities (e.g. KTP, the Innovation Centre)
5. Keep abreast of Web-related development across the University and contribute to groups to help share expertise
6. Work with colleagues in Web Services to develop applications that support the University's objectives
7. Optimise web content for search engines and use statistical analysis to support decisions
8. Develop online advertising campaigns where appropriate
9. Maintain up-to-date knowledge of web marketing techniques and delivery, in order to provide professional advice to the University.
10. Develop and deliver training in relation to web content creation and management
11. Assist with other promotional activities of the University, as agreed from time-to-time
12. Develop and maintain an up-to-date knowledge of higher education in general.

** Content is considered to be written, audio, video and social media*

Date of issue: February 2010

Person Specification

Qualifications	Essential	Desirable	Assessed by: AF / Int / T*
Educated to degree level or have equivalent professional experience	*		AF
Experience, Knowledge and Skills			
Ability to write content for the web	*		AF / T
Demonstrable understanding of best practice in web-based marketing communications	*		AF / T
Demonstrable experience developing and maintaining websites	*		
Experience using a Content Management System (CMS)		*	AF / T
Experience using a OpenCms (the University of Bath CMS)		*	AF / T
Demonstrable experience editing xhtml	*		AF / Int
Demonstrable experience managing priorities	*		AF / Int
Ability to work to pre-defined content and design guidelines	*		AF / Int
Experience creating video/audio content for the web		*	AF / Int
Demonstrable understanding of web usability	*		AF / Int
Demonstrable understanding of web accessibility	*		AF / Int
Ability to perform testing and development of best practices for user experience		*	AF / Int
Attributes			
Excellent communication skills (written and oral) with the ability to communicate effectively with both technical and non-technical colleagues	*		AF / Int
Good organisational and self-management skills	*		AF / Int
Ability to work as part of a team	*		AF / Int
High levels of accuracy and attention to detail	*		AF / Int
Ability to manage expectations and workloads	*		AF / Int

*(Application form, Interview, Testing)