Job Description

Job title:	**ahs** Digital Content Editor and Digital Supporter
Department/Faculty:	**ahs**
Grade:	7
Location:	Damson Office, The Quads, Claverton Down Campus

Purpose of the job:
The role will be responsible for both developing and maintaining the departmental webpages and providing support and on-going maintenance for the department's digital requirements, namely the IPTV system. The role enables **ahs** services to be efficiently and consistently marketed and promoted to internal staff, external customers and students. Within the department there are a number of activities and business streams, all of which are represented on the University website. The post holder will be required to create and manage the web pages on behalf of **ahs** and to provide support to employees to ensure digital content is kept current and relevant to reflect the changing business environment. The post holder is also required to ensure that content is fresh and dynamic and conforms to the University – and departmental – guidelines and is rooted in the user experience. It will be essential for the post holder to develop and maintain an effective relationship with the University's Digital Marketing and Communications department, as well as staff across **ahs.** The department also uses a number of IPTV screens throughout accommodation and the food and drink outlets on campus. As the Digital Supporter for **ahs** you will be expected to resolve issues with the IPTV system by receiving and analysing issues (first-line support); resolving problems and maintaining the system (second line report) and liaising with and tracking progress of third parties and the Computing Services team when issues need escalating (third-line support). Work on developing additional digital mechanisms for internal communication is also required.

Source and nature of management provided
Marketing Manager, with professional accountability

Staff management responsibility
None

Duties and Responsibilities:

Web Content Responsibilities

1. To work with colleagues in the department to ensure the departmental websites provide clear, accurate and engaging content (written, audio, video and social media

2. To manage all the top level content for the departmental websites

3. To provide training and support to colleagues in the department to ensure lower level content is developed in accordance with the relevant guidelines (established at department and University level). To then moderate all the lower level content for the department to ensure accuracy and avoid duplication.

4. To work with Digital Marketing and Communications to ensure;
   - information architectures are maintained and reflective of the needs of the departments
   - department related content is integrated into the core site to ensure a seamless user experience

5. To establish and manage regular reviews for all departmental web content; liaising with Heads of Departments and staff members where appropriate

6. To assist with the development of other promotional activity to support sales and communication (e.g. video production, use of social media)

7. Keep abreast of web-related development across the University and contribute to groups to help share expertise

8. Use Google Analytics to track web traffic and interpret the data to highlight effective and ineffective sections of the website. Recommendations to improve content should be made based on the analysis of this data

9. To attend and contribute to regular training sessions arranged by Digital Marketing and Communications

10. To represent the department at regular meetings and feed into future developments. Seek out new ways for the University website to be an effective marketing tool in attracting students, academics and organisations

Digital Supporter Responsibilities

1. Provide first and second line technical solutions/ issue resolution and support for the IPTV system across the department.

2. Liaise with third parties (third line support)

3. Maintain and develop the IPTV system, suggesting improvements where identified.

4. Respond to, analyse prioritise and resolve issues with the IPTV system within Service Level Agreements.

5. To work with designers and manage the content for the department's digital media\IPTV package

6. Provide additional digital support if required, working with the department's Systems Developer.

7. Handle the process of installing new screens from start to finish, when required.

8. Promote and develop relationships with colleagues in **ahs** and beyond to ensure efficient issue resolution processes.

9. Clearly communicate IPTC processes to all stakeholders and work with them to ensure processes satisfy requirements. Review regularly and amended where improvement identified.

10. Maintain and develop how-to guides and wiki pages to provide clear and easy to use source of information on how to carry out immediate issue resolution tasks relating to IPTV.

11. Report monthly and annually on issues and resolutions and suggest improvements where deficiencies are identified.

General Responsibilities
1. Ensure that as part of your duties you minimise our environmental impact i.e. by reducing energy and water use, minimising waste and increasing recycling.

2. Contribute where required to department ISO accreditations including ISO9001 (Quality Management), ISO14001 (Environment Management) , ISO45001 (Health and Safety Management).

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

The postholder will, from time to time, be required to undertake other duties of a similar nature as may reasonably be required by his/her line manager.

The post is dept. based and there may be occasions when the post-holder's role and skill set may be required elsewhere within the dept., so flexibility will be essential.

Person Specification

Qualifications & Experience	Essential	Desirable
Educated to degree level or have equivalent professional experience	✓	
Demonstrable experience of developing content for web	✓	
Demonstrable experience of writing for the web with ability to produce attractive, effective and appropriate content	✓	
Ability to produce/source/edit other types of content , including: images, audio and video		✓
Ability to work to style guidelines and follow editorial procedures	✓	
Technical competence and proven trouble shooting skills within SLAs	✓	
Substantial understanding of the IPTV system and understanding of how to address and resolve system issues.	✓	
Demonstrable experience of managing priorities	✓	
Ability to manage stakeholder relations	✓	
Demonstrable understanding of managing content across multiple digital channels	✓	
Demonstrable understanding of digital marketing techniques and how all channels interlink		✓
Demonstrable understanding of web usability	✓	
Demonstrable understanding of accessibility	✓	
Ability to use web analytic tools (e.g. Google Analytics)	✓	
Ability to perform user experience testing (e.g analysis of eye tracking software, stakeholder interviews and focus group activity)		✓
Demonstrable experience of writing HTML and CSS	✓	
Experience of support processes and procedures	✓	
Experience using a Content Management System (CMS)	✓	
	✓	

Attributes		
Excellent communication skills (written and oral) with the ability to communicate effectively with both technical and non-technical colleagues	✓	
Good organisational and self-management skills	✓	
Ability to work as part of a team	✓	
High levels of accuracy and attention to detail	✓	
Ability to manage expectations and workloads	✓	