

University of Edinburgh Job Description

1. Job Details

Job title:	University Web Editor
School/Support Department:	Communications & Marketing
Unit (if applicable):	Web Publishing Team
Line manager:	Head of Web Development

2. Job Purpose

Management of the University's corporate web site, the University's primary communication vehicle. Line management of the University's corporate web publishing team (5 members of staff). Providing guidance in relation to the University's distributed web publishing.

3. Main Responsibilities

- Strategic planning of all aspects of the development of the corporate web site, to better realise the potential of the University's online presence. 15
- Project management of all developments within the corporate site, to ensure expected benefits are achieved, quality is assured and timescales are met. 15
- Approval of all content within the site, to ensure the quality and authority of the University's corporate web publishing. 5
- Authoring institutional guidelines, policy and best practice documentation, strategy documents for senior managers and committees (e.g. Vice-Principals, Principals Strategy Group) and planning and progress reports for Director of CPA and Head of Web Development. 5
- Provision of technical, editorial and managerial expertise in relation to web publishing. To ensure the quality of the University's corporate web publishing. 20
- Authoring and implementing communications to all members of the University via web site, portal and email, to ensure essential information, instructions and news is conveyed from the University's management to its employees. 5
- Maintenance and development of the corporate brand: graphically, editorially and architecturally, across both the corporate site and the University's distributed web publishing, to realise the marketing potential of the University's online presence. 5
- Team Management, to ensure the smooth running of the University's web publishing team. 15
- Coordination of the University's corporate web publishing with other marketing functions, institutional data systems and other CPA functional units, to maximise efficiency, minimise duplication and provide an effective, efficient and integrated service for the University. 15

4. Planning and Organising

- The strategic and day-to-day development and maintenance of the University's corporate web site.
- Line management of the University's Web Publishing Team, five full-time members of staff.
- Formation of institutional policy in relation to web publishing best practice.
- Short and long term project management.
- Management of both recurrent and non-recurrent budgets.
- The production of strategic, developmental and detailed planning documents.
- Management of occasional temporary staff and external contractors.

5. Problem Solving

- Resolve resource conflicts within the web publishing team.
- Resolve conflicts between requirements and expectations of widely varying audiences, in relation to tone/style, functionality, usability, and accessibility.
- Find ways to engage the wider University community in the adoption of corporate initiatives in relation to web publishing.

6. Decision Making

- Provide editorial control of all content within the University's corporate web site.

- Approve, amend or decline content based on strategic priorities, legislative requirements or availability of resources.
- Set strategic objectives and priorities for the University's corporate web site.
- Set priorities for content creation, functional requirements and information architecture within corporate site.
- Determine tone and style to apply to communications aimed at all internal and external audiences.
- Commit and deploy team resources.
- Determine best practice and guidance to issue to University community in relation to web publishing.

7. Key Contacts/Relationships

- Providing guidance and support to aid web publishing throughout the institution.
- Institutional contact with responsibility for information provision for several national external bodies e.g. named institutional contact for UCAS (Universities and College Admissions Service), SHEFC (Scottish Higher Education Funding Council), QAA (Quality Assurance Agency for Higher Education) and HERO (Higher Education and Research Opportunities).
- Represent the department as a member of working groups, project groups and committees e.g. Open Day Steering Group.
- Act in an advisory capacity to Schools/Colleges/departments, working groups, project groups, committees, staff selection panels and equipment/service procurement panels e.g. Online DRPS Group.
- Coordination of the University's corporate web publishing with other marketing functions of the University.
- Integration of the University's corporate web site with institutional data systems.
- Liaison with departments responsible for providing the web publishing technical infrastructure (Computing Services and Management Information Services).
- Coordination of the web publishing team with other CPA functional units.

8. Knowledge, Skills and Experience Needed for the Job

- Provision of technical expertise in relation to web publishing, particularly: site management, information architecture, HTML/CSS mark-up, server-side scripting, database development, image editing, content creation, online marketing, accessibility and usability.
- Familiarity with relevant legislation and best practice.
- Project and team management.

9. Dimensions

To exercise the University's managerial responsibilities towards its institutional web based publishing.

The corporate web site is the University's primary communications and marketing vehicle. Used by hundreds of thousands of people a year, it has a daily audience beyond that of many national newspapers. It provides the initial point of contact for the vast majority of potential students and staff, and is used daily by virtually every member of the University community.

The University as a whole publishes in excess of ½ million publicly available web pages, representing more than 10% of all pages published within the UK HE sector.

10. Job Context and any other relevant information

Web Publishing is a fast maturing industry, its importance to the strategic aims of the University continues to grow rapidly. If its potential to enhance all aspects of the University's activities is to be realised it must be successfully integrated with all of our business processes. The roles and responsibilities of those involved in this process continue to develop in line with these requirements.