

ASSISTANT WEB CONTENT EDITOR

JOB DESCRIPTION AND PERSON
SPECIFICATION

1. Job details

Job title: Assistant Web Content Editor

Responsible to: Web Production Manager

Directorate/Department/Team: Volunteering and Development/Digital Communications

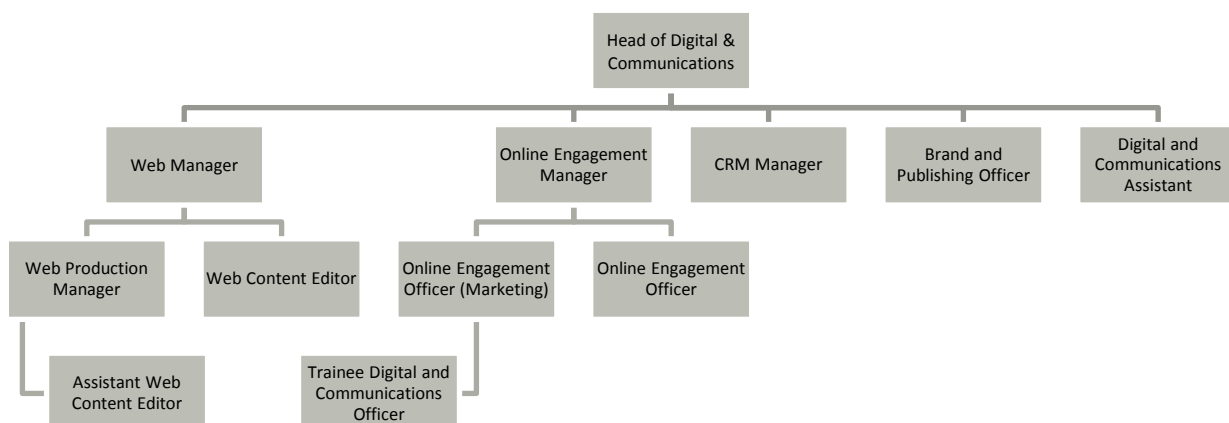
2. Job purpose

Create, edit, proof and upload content to the NCVO's suite of websites, and to troubleshoot problems for internal and external users.

3. Dimensions

- Works closely with the web team (Web Manager, Web Production Manager, and Web Content Editor) to ensure web content is accurate and up to date.
- Part of the Digital and Communications team, working across the organisation to publish content for internal stakeholders.

4. Organisation chart



5. Duties and key responsibilities

1. Create, edit, proof and upload content to the NCVO's suite of websites using several different CMSs.
2. Prepare files for use online, such as PDFs and presentations.

3. Use image editing software to prepare images for publication.
4. Ensure that all content is optimised for search engines and is appropriately tagged to ensure users can find relevant information in a straightforward manner.
5. Ensure content is correctly categorised within NCVO's e-commerce systems (e.g. paid, member only, or free).
6. Respond to user queries and troubleshoot website problems for both internal and external users.
7. Use analytics web software to prepare reports.
8. Use backend systems to manage user data.
9. Support and contribute ideas to the ongoing development of NCVO's websites and other platforms, including user research, and testing of new software and website features.
10. Manage all work related contacts and projects on NCVO's CRM system.

6. Work context

Each day, millions of people make a difference to the causes they believe in through voluntary organisations and volunteering.

This thriving voluntary sector and volunteer movement are essential for a better society – especially in times of challenge and change.

That's why, inspired and empowered by our 11,000 members, NCVO champions the voluntary sector and volunteering. We do this by connecting, representing and supporting voluntary organisations, from the smallest community groups to the largest charities.

The Volunteering and Development Department is led by the executive director of volunteering and development and is one of four departments at NCVO. It has three teams: the Digital and Communications team, the Infrastructure Development team, and the Volunteering Development Unit.

The Digital and Communications team leads and develops NCVO's digital and online work, including:

- management of web development (across a broad range of websites)
- online content strategy
- online engagement culture and practices
- digital literacy, skills and confidence across the organisation
- communications campaign planning across email and social media.

The team leads and develops other communications functions, including:

- development and use of NCVO's brand, including brand positioning, visual identity and tone of voice

- commissioning and production of publications (both print and digital)
- management and/or sign-off of all design projects
- implementation of a CRM system.

The other three departments are:

- Enterprise
- Volunteering and Development
- Planning and Resources.

NCVO is an Investor in People and Positive about Disabled People.

7. Autonomy and decision-making

The post holder is responsible for managing their own workload, and has day to day responsibility for publishing web content, and working to priorities set by the Web Production Manager.

The post holder communicates internally and externally with colleagues, suppliers and partners.

8. Communications

The post holder communicates both internally and externally with a wide range of people and organisations.

Internal Communication

The post holder has a responsibility to publish NCVO website content and will liaise with internal stakeholders about content. The post holder works closely with the rest of the Digital and Communications team to achieve consistency across all of NCVO's websites.

External Communication

The post holder liaises externally with content creators, consultants and other users. The post holder will offer support to external users who encounter technical problems.

9. Main areas of difficulty

The post holder will work with an expanding portfolio of websites that use different CMSs and will be expected to be an advanced user of NCVOs publishing tools, and backend systems. They will be required to learn new software quickly, and troubleshoot problems for internal and external users that may not have been previously encountered and that require solutions.

The post holder will often be the final person to handle content before it is published, so will need to be accurate and pay close attention to its detail.

10. Essential knowledge and skills required

Knowledge

1. Formal training, qualification, or equivalent experience, demonstrating analytical skills.
2. Excellent up to date grasp of online technologies.

Skills

4. Ability to manage and prioritise workload and work on own initiative.
5. Ability to write engaging and concise copy in plain English.
6. Ability to influence and persuade people to take a course of action.
7. Attention to detail.

Experience

8. Experience of team working.
9. Experience of using social media and online collaboration tools.

11. General information

To at all times adhere to NCVO's policies on:

- equal opportunities
- diversity and dignity at work
- health and safety
- confidentiality
- no Smoking
- environment and sustainability