



Royal Conservatoire
of Scotland

Job Description

Job Title	Web Editor
School/Department	Marketing and Communications
Job Holder	Vacant
Responsible to	Deputy Marketing and Communications Manager
Date	August 2016

1. Job Purpose

You will support the Conservatoire's strategy by developing and implementing a cohesive digital/web strategy in line with current RCS thinking.

Your role is to develop further the already good work done in developing an award winning website. Working as part of a team, you will develop, manage, and edit an exciting and energetic website, using market & SEO research evidence to grow impact in this area of work for the RCS.

OUR VISION:

To be Scotland's globally-recognised and inspirational leader in learning for the performing arts, attracting and nurturing the best Scottish and international creative talent.

As a Board of Governors, staff and student team, we embrace and are motivated by:

- Inclusivity, diversity and individuality.
- Disciplinary excellence and innovative cross-disciplinary collaboration.
- Breaking down barriers and challenging boundaries.
- The advancement of creative citizenship and leadership across the performing arts for our nation and for the world.

As a member of staff you will be expected to actively embrace these principles and demonstrate them in the course of your work.

Our Strategic Plan is based on the following four pillars:

1. Driving focused excellence.

We will:

- Create a culture of continuous professional development, to enhance and enrich the experience of our students and staff.
- Ensure that we deliver choice and flexibility to our students and embed pedagogical skills throughout our curriculum.
- Attract outstanding teachers and artists of international repute, who will act as a magnet for outstanding students.
- Apply technology to enhance our students' learning experience and to make us more efficient and effective.
- Deliver advancement and scholarship campaigns to support the development of a world-class creative campus and to attract and retain the best artists, teachers and researchers.
- Further enhance the quality, reach and impact of our research.
- Develop a sector-leading approach to improvisation through our curriculum.

2. Promoting diversity.

We will:

- Diversify art forms and disciplines, enrich the pool of talent, and connect more widely and deeply with diverse communities.
- Develop ground-breaking RCS Community Centres of Excellence through great partnerships.
- Nurture the talent of more of Scotland's young people, so as to increase their choices and opportunities.

3. Advancing lifelong learning.

We will:

- Nurture talent, creativity and active citizenship in all of our students.
- Develop excellence in the Junior Conservatoire, connecting us with more talented young people through focused and active partnerships with schools and key stakeholders
- Innovate our open access programme to contribute to the well-being and fulfilment of individuals of all ages and backgrounds.

4. Embracing our role as a national and international performing arts institution.

We will:

- Inspire and engage young people through creating a Teach Arts for Scotland programme, promoting excellent performing arts teaching in schools.
- Recognise and celebrate excellent arts teaching in Scotland's schools.

- Create an International Advisory Board to help realise our vision and advance our values on the world stage.
- Build partnerships and new relationships nationally and internationally.
- Be a national and international advocate for education in the performing arts.

2. Duties and Responsibilities

You will be required to undertake the duties and responsibilities detailed below:

- Be responsible for writing, editing and proofing content on all RCS online platforms, with input to other digital channels where appropriate (including a working knowledge of the RCS Box Office system)
- To regularly report on website performance using web analytic tools, such as Google Analytics and ensure website is optimised for SEO
- Ensure editorial, image and video content is of the highest possible quality across the RCS website, with relevant and fresh content. Web editing, look and functionality are key components of this role.
- Be responsible for the maintenance and development of the RCS website, including all microsites and digital platforms
- To develop and maintain the Wordpress CMS
- To keep up to date with digital technologies and use current trends to improve and develop RCS's digital offering
- Ensure all online content is current, up to date and engaging for appropriate audiences
- Liaise with staff from across RCS to develop and create new, engaging web content
- Work with external web developers and designers to improve the RCS website and any other digital channels where possible
- Be responsible for ensuring the RCS website and online platforms (including Box Office) are optimised for web/mobile and perform well in search engine rankings
- Plan, deliver, monitor and report on digital advertising campaigns, including PPC campaigns

- Work closely with the Digital Officer and colleagues in the External Relations department to promote RCS across all of its outputs
- Actively engage and link with external websites to promote and raise awareness of RCS
- Be responsible for ensuring the RCS website is user friendly, accessible and follows W3C codes of practice
- Participate in the Conservatoires Goals Setting and Career Review process
- To assist with any other duties as required by the Deputy Marketing and Communications Manager

General Responsibilities (all staff)

a) Health and Safety

- To take care of your own health and safety at work and that of other persons who may be affected by your work activities.
- To apply at all times best practice in health and safety. You must safeguard the health and safety of all persons affected by the work activities you supervise at any premises you have control over.
- To work in the safe manner in which you have been trained and instructed and to advise your line manager of any health and safety issues you become aware of.

b) Policies and Procedures

- To familiarise yourself with the detail of the Conservatoire's Policies and Procedures and to actively ensure adherence.

c) Use of equipment and other appliances

- To take fullest care in handling, operation and safeguarding of any equipment, vehicles or appliance, used or issued by the Conservatoire or provided or issued by a third party for individual or collective use in the performance of your duties.

d) Dignity at Work and Study

- To uphold the Conservatoire's Dignity at Work and Study policy and practices and to treat all colleagues, students and contacts with respect and in accordance with the values of the Conservatoire.
- To promote and deliver excellence in services that value all staff and students.

e) Personal Development

- To continuously enhance best practice in your area, undertaking training and Continuous Professional Development as appropriate.

f) Information Technology

- To implement security measures to protect against unauthorised access to, alteration or disclosure of information held on computer and to ensure adherence to the principles of the Data Protection Act and appropriate IT policies and procedures.
- To undertake any training in the operation of new technologies and associated systems as required.

g) Vision

- To promote and adhere to the Conservatoire Vision.

3. Scope of the Job

Financial: N/A

Staff: N/A

Others: N/A

4. Context

Operating Environment:

Internally, the Conservatoire is an intense, student-centred environment in which students are regarded as professionals in training. Performance is the Conservatoire environment.

Framework and Boundaries:

As a member of the Marketing and Communications staff team, you will be required to work within the Conservatoire Strategic Plan, the Conservatoire Regulations, Health and Safety Regulations, Policies and procedures and Quality Assurance processes required by the Conservatoire as well as the appropriate departmental policies. You will be expected to actively engage in health and safety and to be responsible for your own health and safety in the course of your work.

5. Relationships

Line Manager: Deputy Marketing and Communications Manager

Staff Management: N/A

Other Contacts:

- a) Within the Conservatoire:
Close collaboration with your line manager, other colleagues and staff within the Marketing and Communications Department and more broadly across the Conservatoire.
- b) Outside the Conservatoire:

6. Knowledge and Experience

Qualifications:

Essential:

- Educated to degree level in a marketing/arts/literature subject area or have relevant professional experience.

Experience:

Essential:

- Proficient in Wordpress CMS
- Proficient in Adobe Photoshop
- Experience and good working knowledge of Google Analytics, with the ability to set up reports, filters, conversion goals and PPC advertising
- Knowledge and experience of using Search Engine Optimisation to improve site performance
- Excellent writing, editing and communication skills and experience of using this in a brand-led marketing environment
- Experience of producing copy and content in a busy and diverse environment
- Knowledge of web technologies, including HTML5, CSS and JavaScript
- Knowledge of accessibility requirements

Desirable:

- Knowledge of using Spektrix events software and other e-commerce platforms
- Experience of Adobe Creative suite
- Experience of social media platforms including Facebook, Twitter, Instagram, YouTube, LinkedIn and Flickr
- Knowledge of higher education and the performing arts

7. Additional Information

The Royal Conservatoire of Scotland has a policy on widening access, and has instigated a number of initiatives aimed at increasing participation from students from under-represented groups.