



JOB PROFILE

SERVICE AREA	Service Improvement Team
JOB TITLE	Digital Content Editor
GRADE	Grade F
RESPONSIBLE TO	ICT Manager
KEY LIAISON WITH	Service Area Web Editors
JOB PURPOSE	<p>As our Digital Content Editor, you will be responsible for writing and managing content for the Council's websites and intranets, ensuring that the content is WCAG AA accessible. You will need to have the ability to be forward thinking and be able to find new ways to keep our website engaging, relevant and accessible to our customers.</p> <p>The Digital Content Editor will be responsible for the development and maintenance of digital content on the Council's Websites and Intranets and will work with service users to ensure the content for their service area is written in plain English and conforms to accessibility standards.</p> <p>Working in the Council's Service Improvement Team you will contribute to the effective delivery of the Council's Digital Strategies, improving the Customer and Employee experience making it simpler and faster to access information and services online.</p> <p>The role will work with other Web Editors within the Service Areas to identify digital content requirements; plan and deploy digital content and to maximise our digital platform use to support the Council's ambition of providing a modern, accessible websites and Intranets.</p>
JOB PROFILE LAST REVIEWED	May 2021



KEY CORPORATE ACCOUNTABILITIES

1. To work with colleagues to achieve service plan objectives/targets.
2. To participate in Employee Development Scheme/Appraisals and contribute to the identification of your own and team development needs
3. To participate in the One2One performance review process and undertake any training and development in support of your role, as required.
4. You must ensure that you comply at all times with the General Data Protection Act, relating to personal information held by the Council. Any employee who mis-uses, accesses or discloses personal data relating to a living individual without checking that it is to be used for an authorised purpose relevant to the Authority, may be prosecuted in a Criminal Court, as well as facing disciplinary action.
5. Undertake all duties within the framework of Equal Opportunities. Applying and actively promoting the principles of the Organisation's Equal Opportunities Policy in all areas of employment and service delivery.
6. Any other duties appropriate to the post: These other duties must be equivalent to or below the salary and status of the role and, where appropriate, under the Equality Act 2010, due consideration must be given to any employees with a "protected characteristic".
7. To ensure full compliance with the Health and Safety at Work Act 1974 etc., the Council's Health and Safety Policy and all locally agreed safe methods of work.
8. To fully understand and be aware of the commitment to Section 17 'Duty of the Crime and Disorder Act 1998 to prevent crime and disorder'.
9. To at all time operate according to the Council's core values and codes of behaviour.

KEY SERVICE RELATED ACCOUNTABILITIES

1. To lead on quality and standards for digital content for the Organisation.
2. To create and maintain content from the Council's websites including the intranet, maximising the use of the content management system,



seeking to improve the user and officer experience.

3. To provide first point of contact and system support for the Council's content management system including, system administration, user management and training users as required.
4. To act in a content designer role, working with contributors to create, develop and improve web content and support the Team to improve end-to-end customer journeys. Using evidence, data, including Google Analytics, customer feedback and research, to inform your decisions.
5. To manage digital content and be part of the approvals team to make sure all web content is customer-focused, written in plain English, and accessible.
6. To carry out usability testing on new sections and new developments of the content management system, ensuring manual and automated testing is carried out periodically.
7. To protect the corporate brand, monitoring, managing and advising on the council's web style guides and its visual identity guidelines.
8. To identify content that needs to be published and support colleagues to help them understand and create accessible content.
9. To review, design and write high quality content that follows good practice and meets Web Content Accessibility Guidelines (WCAG) 2.1 AA standards.
10. To design and create content in line with our corporate identity and style guides.
11. To monitor and advise Service Areas on content style and standards.
12. To organise writing schedules to complete drafts of content or finished projects within set deadlines.
13. To use search engine optimisation strategies in writing to maximise the outline visibility of a website in search results.
14. To review, update and develop design principles, content standards and style guidelines for all our websites and Intranets.

This document is subject to review to reflect any changing operational needs of the service and the Council.

**PERSON SPECIFICATION****JOB TITLE: Digital Content Editor****DEPARTMENT: Service Improvement Team**

Information for Applicants: The Person Specification provides an outline of the experience, skills and abilities we expect the Successful Applicant to possess. You should match your own skills, experience, and abilities to those listed below. Tell us in what way you have carried out the criteria asked for. **Disabled people will be offered an interview where they meet the Essential Criteria alone**

Method of Testing**1 = Application Form 2 = Interview 3 = Assessment Tests****Weighting of Criterion****1 = Low Importance 2 = Medium Importance 3 = High Importance**

<u>Key Competencies and Behaviours</u>	How Measured 1 - 3	Weighting of Criterion 1 - 3
1. Skills and Abilities – Essential		
1.1 Strong verbal and written communication skills, with an emphasis on writing and developing content for online audiences with advanced attention to detail to ensure accuracy and fluency.	1,2	3
1.2 Highly self-motivated and able to work under pressure.	1,2	3
1.3 Strong interpersonal skills to influence, challenge and manage the expectations of stakeholders.	1,2	2
1.4 Excellent and effective time and project management skills to deal with conflicting demands and time pressures.	1,2	2
1.5 Customer orientated approach.	1,2	2
1.6 Ability to develop, follow and apply guidelines and documented procedures	1	2
1.7 Flexible and creative approach to tasks and problem solving	1	1
1.8 Ability to work under pressure.	1	2



<u>Key Competencies and Behaviours</u>	How Measured 1 - 3	Weighting of Criterion 1 - 3
1.9 Work effectively as part of a team.	1	2
2. Special Knowledge – Essential		
2.1 Good knowledge on how to use and report on web analytics and data.	1,2	2
2.2 Proven working knowledge of Search Engine Optimisation.	1	2
3. Special Knowledge – Desirable		
3.1 Knowledge of local government working practices and policies.	1	1
4. Experience - Essential		
4.1 Good standard of general education including three GCSEs (grades 9-4) or equivalent including Maths and English and relevant industry experience.	1	3
4.2 Good experience of working with a Content Management Systems	1	3
4.3 Previous experience of designing online customer journeys.	1	2
4.4 Experience of working with websites and online content.	1	3
5. Experience - Desirable		
5.1 Relevant Degree or equivalent level of substantial experience.	1	2
5.2 Previous experience of working in a local government web / content officer role	1	1
6. Other Requirements – Essential		
6.1 Willingness to undertake relevant training	1,2	2
6.2 Occasional work outside normal working hours at short notice to include weekends and Bank Holidays.	1	2
7. Equality – Essential		



<u>Key Competencies and Behaviours</u>	How Measured 1 - 3	Weighting of Criterion 1 - 3
7.1 Follow the Council's approach to equality and diversity.	2	3
7.2 Observe a standard of conduct which prevents discrimination.	2	3