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**JOB DESCRIPTION**

**POST:** Senior Digital Experience Officer

**POST REF:**

**SCHOOL/ DEPARTMENT:** Marketing & Digital Experience

**GRADE:** 6

**REPORTING TO:** Head of Marketing and Digital Experience

**MANAGEMENT RESPONSIBILITY:** Content Designer, Digital Content Strategist, Digital Design Graduate Intern, Website Co-ordinator

**JOB PURPOSE:**

As Senior Digital Experience Officer, you will manage the technical development, design and content strategy of the University’s website and associated digital platforms to support the University’s strategic objectives, especially relating to student recruitment.

Leading the Digital Experience Team, you will be responsible for ensuring the co-ordination of an agile multifunctional team to keep web services and systems stable, secure and up to date, deliver an excellent user experience, meet accessibility standards and support student recruitment marketing.

You will work extensively with stakeholders across the University to support the creation of engaging, interesting and accessible content by developing robust systems and processes. You will also build excellent working relationships with external agencies to support the ongoing development of our website and digital platforms through a continuous programme of agile improvement.

**DUTIES AND RESPONSIBILITIES:**

1. Manage and oversee the external website, including management of the University’s chosen Content Management System (provided by Terminal 4) and ensuring that the website remains stable, secure and accessible.
2. Lead on the creation and implementation of a development roadmap for the YSJ website identifying iterative improvements that can be made to the website as part of the wider Marketing strategy.
3. Manage the development and deployment of HTML, CSS and JavaScript to the University’s pattern library and control the integration of front-end code into Terminal 4. Ensure that all code is fully tested across all supported browsers and devices and meets accessibility requirements.
4. Take a lead role in shaping the digital experience of a number of digital platforms, including site search, digital campus signage, interactive campus map, staff intranet and student app.
5. Work with internal designers and external agencies to create high-fidelity wireframes and interactive prototypes that can be developed into content types.
6. Lead on an ongoing programme of user testing with key stakeholders to ensure that the website and digital platforms continue to meet the changing needs and expectations of our users.
7. Design, implement and continually review the information architecture of the YSJ website ensuring ease of navigation for site visitors.
8. Manage the relationship with external suppliers to ensure the continued performance and development of the website infrastructure, including monitoring SLAs and management of update schedules.
9. In conjunction with the Digital Content Specialist, devise, implement and manage search engine optimisation strategies, including managing keywords and metadata to ensure optimum presence for YSJ website in search engines.
10. Liaise with stakeholders across the University to ensure effective integration of the website with other online systems and platforms, including CRM systems and student records systems.
11. Work with the relevant members of the directorate and where appropriate, stakeholders in the wider university to ensure the website and digital platforms are responsive to the new and emerging ways that potential students, applicants and current students use the internet and digital technologies.
12. Monitor and evaluate the website’s performance through analytics and provide regular reports to the Head of Marketing and Digital Experience and to other senior colleagues as required. Provide explanations and clarification of data and reports as required.
13. Ensure compliance with relevant legislation and statutory codes of practice.
14. Represent the department at relevant meetings and committees, internally and at a local, regional and national level.
15. Provide line management for a small team, including the setting of objectives and priorities, monitoring performance, ensuring appropriate staff development and building an agile approach to project management.
16. To manage budgets as agreed with the Head of Marketing and Digital Experience for specific areas of work, ensuring that expenditure is in line with budget and is both cost-effective and value for money.
17. Maximise on networking opportunities internally and externally to keep up-to-date with website developments, trends and tools and share best practice to further enhance our systems and online presence.

Plus

* Any other duties as may reasonably be required.
* Ensure that the highest standards of professional performance are maintained
* Promote equal opportunities in the work of the department to include a commitment to the International Strategy of the University
* Ensure compliance with relevant legislation and statutory codes of practice, as advised
* Participate in the arrangements for performance review
* Ensure that professional skills are regularly updated through participation in training and development activities
* Ensure all University policies are implemented within the remit of this post

**HEALTH & SAFETY**

Under the Health & Safety at Work Act 1974, whilst at work, members of staff must take reasonable care for their own health and safety and that of any other person who may be affected by their acts or omissions.

*This is not a comprehensive definition of the post. Postholders are expected to undertake any work that comes with the remit of the post’s main objective. This job description will be kept under review and may be changed at any time subject to consultation with the postholder.*

**PERSON SPECIFICATION**

**POST TITLE:** Senior Website Officer

**SCHOOL/ DEPARTMENT:** Marketing & Digital Experience

**The Person Specification focuses on the knowledge, skills, experience and qualifications required to undertake the role effectively.**

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| **REQUIREMENTS**  The postholder must be able to demonstrate: | **ESSENTIAL (E)**  **DESIRABLE (D)** | **MEASURED BY:**  A Application form  I Interview  T/P Test/Presentation |
| **EDUCATION/TRAINING**  *(Academic, vocational/professional and other training)* | | |
| Educated to Degree Level or equivalent experience | E | A |
| **KNOWLEDGE & EXPERIENCE**  *(e.g. report writing, office experience, Microsoft office)* | | |
| Experience of creating website designs, wireframes and prototypes | E | A / I |
| Experience of developing standards-compliant webpages using HTML and CSS | E | A / I |
| Understanding of client-side and server-side scripting languages | E | A / I |
| Experience of managing an enterprise level Content Management System | E | A / I |
| Experience of using Google Analytics and Google Tag Manager | E | A / I |
| Knowledge of website accessibility standards | E | A / I |
| Understanding of digital marketing and broad marketing concepts | D | A/I |
| Experience of using user testing and research to inform design and development decisions | D | A / I |
| Experience of managing a small team | D | A / I |
| **SKILLS/ATTRIBUTES**  *(e.g. communication, interpersonal, decision-making, problem-solving, team player, reliable)* | | |
| Excellent communication and interpersonal skills | E | A / I |
| Ability to work with confidential and sensitive data | E | A / I |
| Ability to organise own workload and that of others, deal with competing priorities and to meet deadlines | E | A / I |
| **BEHAVIOURS**  Behaviours will be tested at interview against the Contribution Framework (available on the recruitment web site under Our Culture & Values - Values & Principles) [www.yorksj.ac.uk/values-and-principles](http://www.yorksj.ac.uk/values-and-principles) | | |
| Leading myself and others  Delivering a great service  Taking a professional approach  Working together as a team | **E  E  E  E** | **I  I  I**  **I** |
| **SPECIAL FEATURES**  *(e.g. Travel, DBS)* | | |
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