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**JOB DESCRIPTION**

**POST:** Content Designer

**POST REF:**

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

**GRADE:** 5

**REPORTING TO:** Senior Digital Experience Officer

**MANAGEMENT RESPONSIBILITY:** N/A

**JOB PURPOSE:**

Working within the Digital Experience Team, you will be responsible for leading the design and development of high quality, accessible content across the website and associated digital channels. By leading the development of our content style guidelines and managing how content is published to our digital channels, you will improve engagement with our users and contribute to the success of our overall marketing strategy.

You will take editorial responsibility for key areas of the website, ensuring that content is accurate, engaging, accessible and meets defined user needs. You will also work with stakeholders across the University, supporting website development projects whilst maintaining the highest quality standards.

By leading on a continuous programme of research and testing with our users, you will become an expert in the changing needs and expectations of people visiting our digital channels. This insight will allow you to lead a user first approach to content creation and digital developments.

**DUTIES AND RESPONSIBILITIES:**

1. Take a lead role in the production of high quality and engaging content to be used across key online and offline channels to support the University’s strategic objectives, especially relating to student recruitment.
2. Take editorial responsibility for key areas of the University website, including the homepage and study sections, developing an editorial calendar that supports the University’s strategic objectives.
3. Take a lead role in ensuring that content that is published to the website meets the Web Content Accessibility 2.1 AA standard.
4. Support the Digital Content Specialist in the implementation of an organic search strategy through the creation of SEO-friendly content, keyword research, monitoring performance and providing training for content creators.
5. Work with the Head of Marketing & Digital Experience and the Campaigns Manager to inform the creative direction of integrated student recruitment campaigns.
6. Produce targeted microcopy to be used across a range of advertising mediums including PPC, display and programmatic advertising.
7. Work with stakeholders across the University to support digital content creation, including user requirements gathering, creating user stories and customer journey mapping.
8. Lead an ongoing programme of user testing with key target audiences, ensuring that results are used to inform the development of content and website design. Work with colleagues in Marketing and Student Recruitment to undertake frequent focus groups with key audiences.
9. Liaise directly with internal designers and external agencies to support the ongoing development of the University website and digital platforms, ensuring that the website is continually developed to meet changing user needs and expectations.
10. Manage the University’s digital editing and publishing workflow, maximising the use of collaborative content creation tools and the website Content Management System to support the creation of high quality, accurate and accessible content.
11. Work with the Digital Content Specialist on the development of the University’s content strategy and content toolkit, managing roll out across website content editors including training and support.
12. Work with the Photographer, Videographer and Graphic Designers on the development of multimedia content that support’s the overall content strategy by providing briefs, scripts and creative direction.
13. Devise and deliver a programme of continuous training and develop for content creators across the University covering topics such as content design, accessibility, writing for the web and webpage creation.
14. Keep up to date with the latest developments in content creation and marketing, sharing examples of best practice with colleagues across the department.
15. Explore how content can be used across new and emerging channels including chat bots, smart speakers and wearables.
16. Take editorial responsibility for the Digital Experience Team blog.

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 Digital Experience 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 writing copy for a large scale website | E | A / I |
| Experience of user requirement gathering and creating user stories to inform content creation | E | A / I |
| Experience of auditing, editing and rewriting existing digital content | E | A / I |
| Experience of using analytics to evaluate the effectiveness of digital content | E | A / I |
| Experience of creating content style guidelines and guiding others on the use of them | 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 | D | A / I |
| **SKILLS/ATTRIBUTES**  *(e.g. communication, interpersonal, decision-making, problem-solving, team player, reliable)* | | |
| Excellent communication and interpersonal skills | E | A / I |
| Excellent attention to detail | 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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