

# Job Description

<b>JOB TITLE</b>	Digital Editor
<b>DEPARTMENT/SCHOOL</b>	Digital Marketing and Communications
<b>GRADE</b>	7
<b>LOCATION</b>	University of Bath

## JOB PURPOSE

To lead the planning, creation and delivery of content for the University of Bath's digital products and services with a focus on improving standards, structure and experience of bath.ac.uk.

## SOURCE AND NATURE OF MANAGEMENT

Digital Content Manager

## STAFF MANAGEMENT RESPONSIBILITIES

Supervise assigned Content Producers

## MAIN DUTIES AND RESPONSIBILITIES

1. Plan, create and deliver digital content (including text, images, audio and video) that engages its audience, in alignment with the University's strategy.
2. Develop an expert understanding of the needs of those who use the University's digital channels to inform content decisions.
3. Enhance, edit and reformat legacy content and create new material that exemplifies best practice, so that it can be easily understood and acted on by users of our digital channels.
4. Make sure that all content is structured, meets SEO requirements and best practice so that it can be easily navigated or found.
5. Develop and maintain good stakeholder relations with content owners and creators.
6. Develop and embed editorial calendars and maintenance plans to deliver clear, consistent messages to users across channels, collaborating with relevant stakeholders.
7. Own and facilitate the web content maintenance plan.
8. Develop and maintain up-to-date knowledge of content production and marketing techniques to provide expert help and advice to colleagues across the University.
9. Develop and deliver digital marketing campaigns.

10. Use web analytics and user research to inform content decisions and make recommendations to stakeholders.
11. Develop and deliver web content training to support content creators.
12. Assist in promotional activities for the University, as agreed from time-to-time.
13. Develop and maintain up-to-date knowledge of marketing & communications in Higher Education.

#### **SPECIAL CONDITIONS**

You will from time to time be required to undertake other duties of a similar nature as reasonably required by your line manager.

## Person specification

CRITERIA: QUALIFICATIONS	ESSENTIAL	DESIRABLE
Educated to degree level or have equivalent professional experience	X	

CRITERIA: EXPERIENCE AND KNOWLEDGE	ESSENTIAL	DESIRABLE
Demonstrable experience of developing digital content for international audiences	X	
Demonstrable experience of writing for the web	X	
Ability to produce other types of content, including: images, audio and video	X	
Demonstrable ability to develop projects in multi-disciplinary teams on an iterative basis (for example, the use of Scrum or other Agile methodologies)		X
Ability to develop style guidelines and editorial procedures	X	
Demonstrable understanding of managing content across multiple digital channels	X	
Demonstrable understanding of web usability	X	
Ability to use web analytics tools	X	
Ability to perform user experience research	X	
Demonstrable experience of formatting with HTML	X	
Demonstrable understanding of accessibility		X

CRITERIA: ATTRIBUTES	ESSENTIAL	DESIRABLE
Ability to work as part of a team	X	
Good organisational and self-management skills	X	
High levels of accuracy and attention to detail	X	
Excellent communication skills (written and oral)	X	
Ability to manage stakeholder relations	X	

# Effective Behaviours Framework

The University has identified a set of effective behaviours which we value and have found to be consistent with high performance across the organisation. Part of the selection process for this post will be to assess whether candidates have demonstrably exhibited these behaviours previously.

**MANAGING SELF AND PERSONAL SKILLS:**

Willing and able to assess and apply own skills, abilities and experience. Being aware of own behaviour and how it impacts on others.

**DELIVERING EXCELLENT SERVICE:**

Providing the best quality service to all students and staff and to external customers e.g. clients, suppliers. Building genuine and open long-term relationships in order to drive up service standards.

**FINDING INNOVATIVE SOLUTIONS:**

Taking a holistic view and working enthusiastically and with creativity to analyse problems and develop innovative and workable solutions. Identifying opportunities for innovation.

**EMBRACING CHANGE:**

Adjusting to unfamiliar situations, demands and changing roles. Seeing change as an opportunity and being receptive to new ideas.

**USING RESOURCES:**

Making effective use of available resources including people, information, networks and budgets. Being aware of the financial and commercial aspects of the University.

**ENGAGING WITH THE BIG PICTURE:**

Seeing the work that you do in the context of the bigger picture e.g. in the context of what the University/other departments are striving to achieve and taking a long-term view. Communicating vision clearly and enthusiastically to inspire and motivate others.

**DEVELOPING SELF AND OTHERS:**

Showing commitment to own development and supporting and encouraging others to develop their knowledge, skills and behaviours to enable them to reach their full potential for the wider benefit of the University.

**WORKING WITH PEOPLE:**

Working co-operatively with others in order to achieve objectives. Demonstrating a commitment to diversity and applying a wider range of interpersonal skills.

**ACHIEVING RESULTS:**

Planning and organising workloads to ensure that deadlines are met within resource constraints. Consistently meeting objectives and success criteria.