
Job Description

Job Title: Content Development Manager
Job Ref MKG413
Campus: Hendon (with potential for remote working by agreement)
Grade: 8
Salary: £45,830- ££52,692 per annum including outer London weighting

Period: Fixed term contract for an initial period of 18 months to support a web redevelopment project, with the potential to be extended

Reporting to: Head of Digital Marketing

Reporting to post: 2 x Digital Content Editors

Overall Purpose:

Middlesex University is undertaking a major website transformation programme. This includes the migration of websites to the a new CMS platform. The role of the Content Development Manager is pivotal in supporting the successful delivery of this project, overseeing the creation of new content to support the project alongside the migration of existing content, ensuring consistency in quality as well as tone of voice.

The role will report into the Head of Digital and will line manage a Digital Content Editor initially, with a further Digital Content Editor joining subsequently They will use their excellent editorial skills to review and give feedback on work of their team and subject experts across the university alongside leading on key pieces of editorial content and briefing new multimedia content. They will also manage the content development team's workload, training and development.

The role will help to shape a new Information Architecture alongside the UX Designer and lead on a content audit across four core websites. You will be a pivotal stakeholder between our selected transformation partner and University stakeholders, scoping and quality testing new functionality and design.

Principal Duties and Responsibilities

- Work with UX Designer and internal stakeholders to deliver a new Information Architecture for our flagship site
- Lead on the delivery on a content audit across all four sites as a part of the web transformation project

- Line manage Digital Content Editors, managing workload, development and quality assuring their work
- Plan and produce new user-focused and brand led content where required, applying knowledge of web best practice including usability, accessibility, and search engine optimisation
- Brief internal teams and external agencies to produce multimedia content, including photography and video, to support the project
- Work with internal stakeholders to define requirements for content development and use Google Analytics, user testing and other tools to report back on the success of digital content and recommend and implement improvements
- Work with the Head of Digital Marketing, internal stakeholders and our development agency to scope and quality assure new functionality and design and to report and test day to day bugs and fixes
- Participate in testing of new developments before they are released to the live website, providing quality assurance across a range of different user cases, browsers and devices. Document any bugs or issues and collate results provided by others
- Project manage the production of content for the completion of the website redesign project, including restructuring and rewriting content to meet users' needs and working with the Head of Digital to manage content migration and launch.
- Maintain content team documentation, including project briefs, maintenance schedules and training materials.

General

- To carry out any other duties as are within the scope, spirit and purpose of the job as requested by the line manager.
- To actively follow Middlesex University policies including Equality & Diversity policies.
- As duties and responsibilities change, the job description will be reviewed and amended in consultation with the post-holder.
- The post holder will carry out all duties in accordance with the University's vision and values

Hours: 35.5 hours per week 52 weeks per year, actual daily hours by arrangement

Person Specification

Job Title: Content Development Manager

Grade: 8

Campus: Hendon

Essential Selection Criteria:

Education, Qualifications, Experience, Knowledge, Skills & Aptitude

- Experience of delivering content projects for large, public-facing websites from initiation through to delivery, including video / rich media / interactive content projects
- Experience of managing a digital content team to effectively maintain and improve the content on a large, public-facing website
- Experience of producing stand-out written and visual content for the web and ability to review and suggest improvements to draft or existing copy or video
- Experience of briefing and overseeing the creation of multimedia content, including video, photography and infographics
- A thorough knowledge of how Content Management Systems are used by a team of editors to manage and update web content
- Experience of working in a brand led environment with brand guidelines around tone of voice and messaging
- Experience of taking a user-centred, analytics-informed approach to developing content and improving websites
- A good understanding of factors affecting website accessibility and search engine optimisation
- Experience of working with stakeholders to process requests and develop and maintain content
- Managing projects with complex requirements and multiple stakeholders
- Creating and maintaining project documentation
- Strong oral and written communication skills, including the ability to establish close working relationships with a range of stakeholders and suppliers

- Impressive organisational skills and an ability to work to deadlines

Leave: 30 days per annum plus eight Bank Holidays and seven University days taken at Christmas (pro rata for part-time staff) which may need to be taken as time off in lieu.

Flexibility: Please note that given the need for flexibility in order to meet the changing requirements of the University, the duties and location of this post and the role of the post-holder may be changed after consultation.

The balance of duties may vary over time and will be reviewed as part of the appraisal process.

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No Parking at Hendon campus: There are no parking facilities for new staff joining our Hendon campus, except for Blue Badge holders. If you are applying for a post at our Hendon campus please ensure you can commute without a car.

Information on public transport to Hendon can be found here:

<http://www.mdx.ac.uk/aboutus/Location/hendon/directions/index.aspx>

We offer an interest-free season ticket loan, interest-free motorbike loan, a cycle to work scheme and bicycle and motorbike parking and changing facilities.

We value diversity and strive to create a fairer, more equitable work environment for our staff and students.

We offer a range of family friendly, inclusive employment policies, flexible working arrangements, staff diversity networks, campus facilities and services to support staff from different backgrounds.

What Happens Next?

If you wish to apply for this post please return to the portal and click on Apply Online.

If you wish to discuss the job in further detail please contact Kevin Buttery, Head of Digital Marketing at k.buttery@mdx.ac.uk