

Job Description

Job Title:	Digital Experience Manager
Job Ref	MKG416
Campus:	Hendon (with potential for remote working by agreement)
Grade:	8
Salary:	£45,830-£52,692 per annum including outer London weighting
Period:	Permanent
Reporting to:	Head of Digital Marketing
Reporting to post:	Web Content Editor; Web Administrator; UX Designer

Overall Purpose:

The Digital Experience Manager will provide support to the Head of Digital Marketing in bringing together engaging, sector leading experiences across all our digital marketing platforms.

In particular, they will be responsible for the flagship websites of Middlesex University – mdx.ac.uk, and the staff and student intranets in terms of infrastructure, reliability and overall management of content and experience, overseeing overall cohesion and quality control.

They'll ensure our websites bring what's special about Middlesex University and its new strategy to life, that they provide content and experiences which support a step change in our reputation and reach, the recruitment of students and our ability to drive research impact and partnership with industry and other bodies. They'll be an expert in the journeys to and through our websites, and support work to increase their visibility through SEO, and how the website is delivering on business objectives through increased CRO.

The post holder will also work to then bring these experiences together with our work on social media, CRM and through our campaign work, so the users of all our platforms are being taken on joined up journeys with clear, powerful and consistent messages.

They'll work with our web agency to manage the maintenance and ongoing development of effective internal and external facing websites including managing any required evolution and developments to reflect our global ambitions. They'll also be responsible for regular reporting and evaluation on the effectiveness and performance of our digital platforms (websites, social media, intranet), using web analytics and data visualisation tools, providing recommendations for how content and journeys can be enhanced to relevant stakeholders.

Principal Duties and Responsibilities

Content, information architecture, navigation and optimisation

- Ensure information architecture and navigation enables all relevant information to be included and easily found, with regular reviews and user-testing to measure effectiveness

- Develop and enforce a clear model of web governance, which identifies key content owners and providers for the site, and equips them in delivering high quality content with appropriate workflows for sign-off
- Lead the development of impactful web templates/components, either internally or with support of the web agency, which can be utilised across pages and by different users and ensure best practice is in place and understood around their use
- Proactively scope new and relevant technologies which could be introduced to and embedded in the websites, responding speedily to the rapid developments in the digital space
- Provide support to the content and other teams to deliver an ongoing strategic programme of regularly refreshed content that meets the needs of the site's users and which minimises duplication of effort across areas
- Develop a framework for regular reporting on web journeys and experience, including the dissemination of data on web performance against clear objectives, bringing forwards recommendations for optimisation and improvement of content across all areas
- Lead user experience (UX) work across all platforms, with a clear focus on understanding existing and emerging journeys into and through the websites and to/from other platforms, and that key conversions (e.g. lead generation) are optimised across these
- Ensure appropriate measurement of impact is embedded in all web page development, including appropriate tagging of content with web analytics packages and the use of heatmaps, and that these are regularly monitored, reported on and content optimised accordingly
- Ensure high standards of usability and accessibility are adhered to and that the content of the Corporate websites is in compliance with regulatory standards of web development for HE in the UK: W3C, WAI, SENDA 2001, Copyright Act 1988, etc and act as the University expert in relation to web accessibility requirements across all web platforms and to related teams (e.g. CRM)

Increasing reach

- Ensure delivery of ongoing programmes of search engine optimisation activity to maximise reach of the site to targeted users
- Fully support marketing campaigns on the website, ensuring web presence enhances and supports relevant campaigns and has a clear role to play in the prospective customer/client journey
- Ensure the website responds in a timely way to the needs of the target audiences, managing an annual schedule of features and relevant optimisation of content to drive traffic to the site
- Ensure integrity and alignment and goals of other digital channels aligned to mdx.ac.uk, the intranet and unihub so traffic can most effectively be driven to them and users move seamlessly between channels

Development, CMS and infrastructure

- Responsibility for the maintenance and smooth running of the CMS and related technical infrastructure underpinning the University website, student-facing website, intranet and other University websites as and when they are developed
- Responsibility to ensure that any new web developments on an individual site are on-brand, contribute to overall web strategy and are optimised to ensure maximum gain across all the Middlesex websites in terms of functionality and experience

- Be the principal link between site editors/owners with outside suppliers and agencies responsible for the smooth running and development of our websites
- Handle all forward planning and day-to-day technical issues arising with the University's websites, develop protocols for addressing them and escalate as appropriate to the in-house IT function or external agencies
- Communicate with agency suppliers on a day to day basis to ensure smooth running of websites
- Work closely with in-house Computing and IT service to ensure development of the websites is aligned to and supported by the wider university IT infrastructure and development roadmap and is strongly aligned to the new University strategy
- Negotiate contracts with outside suppliers of CMS, web design and development
- Set up and shape training on web platforms, to ensure these equip internal editors in delivering high level web content in line with the Middlesex brand and messaging
- Full understanding of required databases that feed into the main site, unihub and the intranet, ensuring they are interfacing correctly and providing an effective user experience

Budget management

- Handle a budget covering web hosting, site maintenance, development, metrics and reporting and other costs

Support for broader strategy and plans

- Work with colleagues across the University to understand how digital platforms can support the delivery of their strategic objectives, working with them to define clear KPIs for the websites as part of this.
- Maintain a good awareness of the key issues facing the University and the development of its strategy, and make recommendations for where the websites and digital platforms can provide solutions
- Monitor competitiveness of the website against competitor University offerings, and ensure competitor and sector leading web developments are understood and learnt from

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

M U Services Limited

Middlesex University has established a wholly owned subsidiary, MU Services Limited, to provide professional services to the University. Staff of MU Services Limited will work alongside Middlesex University staff and will be employed by MU Services Limited. All University policies

and procedures and the University Professional Services Staff Handbook will apply to MU Services Limited staff during their employment, unless where expressly stated otherwise.

Person Specification

Job Title: Digital Experience Manager

Campus: Hendon

Selection Criteria:

Essential

- Experience of managing a large website and of supporting the wider strategy and plans of a marketing and/or communications team.
- Proven ability with substantial experience of planning, writing and commissioning content and functionality and utilising new technologies for large complex websites, predicting potential contingencies and resolving difficulties.
- Proven ability to inspire, motivate and organise a wide range of internal stakeholders (e.g. range of academics and administrative staff) as well as external suppliers and contractors.
- Strong evidence of scoping and managing projects, communicating progress to a wide range of stakeholders and working in a systematic manner, ideally in AGILE, Waterfall or blended environments.
- Experience of using web analytics and reporting tools to drive content and information architecture.
- Excellent knowledge of HTML, CSS, Adobe Photoshop and an understanding of JavaScript.
- Understanding of CMS and design for digital layout, composition, font specifications, and wireframes.
- Strong understanding of responsive design and usability for mobile devices.
- Highly organised with excellent verbal and written presentation skills and able to overcome time and resource pressures to complete business critical projects against fixed timescales.
- Excellent interpersonal skills – A team player with the ability to work and communicate at all levels within the University including Senior Management.
- Demonstrable experience of utilising new digital technologies as marketing communications tools.
- Experience of effectively managing people and associated budgets.
- Understanding of social media and CRM.

With professional experience of the following:

- Content Management Systems, ideally open source

- Web Analytics
- Search Engine Optimisation
- Project Management
- External Supplier Management
- User Centred Design
- Information Architecture
- Metadata
- Web Editing/Copywriting

Desirable

- Experience of working in higher or further education or other sector targeting similar audiences

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.

Closing date for applications-see job advertisement

What Happens Next?

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