

Job Description

Job Title:	Digital Content Editor
Job Ref:	MKG450
Campus:	Hendon (with potential for remote working by agreement)
School/Service:	Marketing
Grade:	6
Starting Salary:	£33,879 per annum inclusive of Outer London Weighting rising to £38,854 incrementally each year.
Hours:	35.5 hours per week, actual daily hours by arrangement
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:	Content Development Manager
Reporting to post:	None

Principal Duties and Responsibilities

Support the Content Development Manager on the delivery of a content audit, new content creation and site migration

Research using current SEO and content tools, the performance and primary user objective for each page. Working with data such as Heatmaps, Google Analytics, Site Improve, Youthsite to benchmark current user behaviour and plan for improvements.

Liaise with internal stakeholders and make recommendations for existing content improvements and new content.

Create new webpages in the CMS, make updates and amendments to existing pages, and to assist with the migration of old content/websites

Proofread, re-structure and edit articles written by content author.

Optimize published content using SEO best practice techniques

Provide excellent customer service to content owners around the University, responding promptly to requests for advice or web page updates.

Serve as an advocate for best practice around the organisation when writing for the web or in the use of rich media content.

Assist the Content Development Manager in implementing and maintaining web governance, policies, guidelines, workflows and structure.

Use Google Analytics and other tools to measure the effectiveness of content across the websites.

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

Person Specification

Job Title: Digital Content Editor

Your supporting statement on your application form will be assessed to see how you meet each of the following criteria

SELECTION CRITERIA:

Essential Selection Criteria:

Education, Qualifications, Experience, Knowledge, Skills & Aptitude

At least 2 years' experience of writing and editing online content using content management systems. Strong copywriting, editing, grammar, proof-reading, on page Search Engine Optimization (SEO), brand and tone of voice messaging skills and experience.

Experience of communicating with content owners and stakeholders across a large and diverse website and organization. Proactive with strong listening and problem-solving skills.

Excellent organisational skills including taking meeting notes, maintaining documentation and progress reporting using a variety of tools including Teams, OneDrive and Google docs.

Content design experience including the ability to interpret data and research and convert this into visual presentations and low-level wireframes. The ability to build pages in a CMS with a range of flexible components.

Ability and experience of working independently, as well as cross-functionally with stakeholders, design agencies and brand professionals.

A good understanding and experience of implementing SEO and User Experience fundamentals into content.

Ideally with experience of conducting competitor reviews, gap analysis, keyword research and an understanding of user journey mapping.

Familiarity with tools such as Google Analytics, Site Improve, SEMRush and Hot Jar.

Understanding of website accessibility.

Demonstrable commitment to fairness and the principles of equality and inclusion.

Desirable Selection Criteria

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

Previous experience of content audits and migration for large website projects.

Proven ability and experience in delivery of imagery, data visualization and graphic elements.

Ideally with experience using Adobe Suite tools such as Illustrator or After Effects.

Data Visualization and Infographics experience.

Basic knowledge of Hypertext Markup Language (HTML) and Cascading Style Sheets (CSS)

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.

Fixed Term Contract

This temporary appointment is for the following allowable reason:

To carry out specific project with a defined duration of 18 months.

Therefore, this appointment has a defined end period of 18 months.

If you are applying as an internal candidate to do the temporary post as a secondment please discuss this with your line manager first and read our [Secondment Guidelines](#).

Annual 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.

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

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.

No Parking at Hendon campus: There are no parking facilities for new staff joining our Hendon campus, except for Blue Badge holders.

Information on public transport to Hendon can be found here:

http://www.mdx.ac.uk/campus/campuses/docs/Hendon_campus_map.pdf

We offer an interest-free season ticket loan; interest-free motorbike and bicycle loan; free 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.

The post-holder should actively follow Middlesex University policies and procedures and maintain an awareness and observation of Fire and Health & Safety Regulations

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 Jayne Jackson, J.Y.Jackson@mdx.ac.uk