

JOB DESCRIPTION

Job Title:	Web Editor
Ref no:	MKG448
Campus:	Hendon
Service:	Marketing
Grade:	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:	Permanent
Reporting to:	Digital Experience Manager
Reporting to Job Holder:	N/A

Overall Purpose

Working with the Digital Experience Manager, the content and web team as well as the wider University, you will actively seek out better ways to deploy and share content through our key digital channels and support on a new website project.

You will ensure that our pages are kept up to date and written to a high standard, particularly our course pages. You will support the team to ensure that web and content developments are delivered effectively and on time, and that all content owners and providers are engaged enthusiastically in the evolution of our site.

Passionate about the role of digital communications in engaging audiences, you will be highly organised and an outstanding communicator and negotiator, able to deal with multiple projects and stakeholders with a clear eye on overall goals and priorities.

Principal Duties

Content Editing Review and Deployment:

- Creation, review, copy editing and maintenance of course pages and webpages within corporate website, ensuring they are up-to-date, accurate, accessible, optimised for search engines and on-brand
- Approve content change requests and secure contextual advice from teams around the University including the Faculty team, Content Editor or Content Manager
- Consolidate feedback, identify any synergies or themes and share with advice/commentary with the team
- Review Google Analytics for content performance and identify learnings and opportunities to improve our website content
- Assist Digital Experience Manager in managing web workflow, review content change requests and revert to requestors in a timely manner, maintaining transparency throughout and ensuring requestors are fully aware of progress
- Action content changes in an effective and speedy manner

- Ensure Web Administrator supports the content amendment process and work is processed in an effective manner
- Assist Digital Experience Manager in implementing and maintaining web governance, policies, guidelines, workflows and structure
- Coordinate and train content providers and owners across the University
- Keep all content owners and providers abreast of web developments using appropriate internal communication channels
- Assist Digital Experience Manager to set up and shape web writing and content management system (CMS) training in conjunction with Staff Development partners, and provide ongoing support materials to CMS for users

Measurement and Reporting:

- Work alongside the Campaigns Manager to make recommendations on areas that need improving/divesting to improve relevance, and positively impact the user experience

Project Support and Implementation:

- Assist with any major projects associated with the development of key areas of mdx.ac.uk, particularly in relation to content coordination

Support development of Middlesex University websites, liaising with key stakeholders:

- Leads on the content and technical developments to sister sites Uni- Hub and the Intranet as required
- Train and liaise regularly with overseas content owners/providers
- Provide relevant advice/training on brand content, imagery and optimal functionality

Support for Marketing Campaigns – Reputation and Recruitment:

- Work alongside Campaigns Manager to ensure content and user journeys respond to the needs of marketing campaigns driving traffic to targeted areas of the site
- Work with the content team to deliver campaign-specific content

Alignment with and support for the overall marketing strategy:

- Work with Content Editor, Content Manager and Faculty Marketing Officers to ensure content on the site is up-to-date, appropriate to the medium, on brand and driving engagement
- Support the Digital Experience Manager in ensuring digital activity outside of mdx.ac.uk and its sister sites is aligned to the overall goals of the site and optimises the user journey and impact
- Keep abreast of best practice content and web development within as well as outside the sector

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

PERSON SPECIFICATION

Job Title: Web Editor

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

SELECTION CRITERIA

Education, Qualifications, Experience, Knowledge, Skills & Aptitude

Essential:

- Strong copywriting for web skills
- Experience of advising and communicating with a variety of content owners/stakeholders across a large and diverse website
- Basic knowledge of Hypertext Markup Language (HTML) and Cascading Style Sheets (CSS)
- Experience using one or more Content Management Systems (CMS)
- Excellent organisational and communication skills
- Proven ability and experience in delivery of effective web content – both copy, imagery, video and other graphical elements
- Experience in supporting web and content development of websites as part of broader marketing communications strategy on and offline
- Excellent understanding and experience of Search Engine Marketing
- Understanding of accessibility and its importance for our digital channels
- Willingness to adapt and acquire additional skills to implement and support the University's corporate websites.
- Demonstrable commitment to fairness and the principles of equality and inclusion

Desirable:

- Experience of working in higher or further education or other sector targeting similar audiences
- Evidence of effective working in a matrix team structure
- Experience of using web metrics and reporting tools to drive content and user experience.
- Knowledge of project management methodologies
- Knowledge of the principles of website content strategy

MU 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.

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.

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. 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.

The postholder 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 Tim Trodd, Digital Experience Manager, via email on t.trodd@mdx.ac.uk