

JOB DESCRIPTION

Job Title: Web Content Manager
Ref no: MKG485
Campus: Hendon
Service: Marketing
Grade: 7
Starting Salary: £42,956 per annum inclusive of Outer London Weighting rising to £49,194 incrementally each year.
Hours: 35.5 hours per week, actual daily hours by arrangement
Period: 6-month Fixed Term Contract
(If temporary length of contract If you are applying internally for a temporary secondment you must discuss this with your line manager before applying)
Reporting to: The Digital Experience Manager

Overall Purpose:

Middlesex University is undertaking a website transformation programme.

Our Web Content Manager is based within our web team, working with digital content across the wider digital marketing team, bridging our website transformation project and our business as usual (BAU) websites, ensuring our digital content is audience focused, on brand, legally compliant and up to date. With a flair for writing and a proven ability to work with style and tone-of-voice guidelines, they will become the university's go-to person for advice and recommendations on writing engaging and accessible web content, optimised for findability by search engines.

They will be involved in testing and quality assurance of our new website and once it is launched, will be responsible for managing a hub and spoke approach to updating our website, rolling out a programme of training and supporting to teams across the University to ensure they are producing high-quality, user-focused content.

Working closely with our Digital Experience Manager, our Web Content Manager will use an evidence-based approach to recommend updates and changes to our website to maximise user engagement and student recruitment. They will also be expected to represent the web team on cross-departmental projects where appropriate.

Principal Duties:

Web Content Management

- To create, write, edit and oversee website content to ensure it is well-written, accurate, reflecting the Middlesex University tone of voice and house style
- To manage a hub/spoke model for website content production, ensuring our website content is up to date, legally compliant and reflects the MDX brand

- To develop and run training programmes for website editors across the University – including the delivery of face-to-face and remote training, ensuring staff editing our website are confidently able to maintain the website content they are responsible for
- To become the web team's go-to person for website content accessibility and user-experience, interpreting WCAG guidelines and making recommendations based-on reports from tools such as SiteImprove, to ensure our website content is intuitive and audience-focused
- To take an evidence-based approach to website content production, using Google Analytics, running A/B tests and undertaking in-person and online testing of website content to ensure it meets the needs of our core audiences
- To oversee our web content strategy, ensuring our web content and its governance and workflows are able to support the needs of the University and our audiences
- To work with our brand and content team to ensure our house style and tone of voice is embedded across all our website content and that our guidelines reflect best-practice in website content
- To represent the web team on projects with web content production outputs from across the University and to manage small to medium-sized web content projects originating from within the web team
- To be the web team's lead on search engine optimisation (SEO), developing and maintaining the website SEO strategy and ensuring our content is produced with SEO in mind.

Additional duties and responsibilities relating to the Web Transformation Project

- To manage processes for updating website content during our website transformation programme – including our GatherContent platform, ensuring updates to content on our current website are also applied on newly edited content for our new website
- To maintain communication channels across our business as usual and web transformation content teams, ensuring the work of both teams are aligned and best-practice is shared.
- To work with our website agency to manage the migration of content from our current website to our new website.

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: Web Content Manager

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

SELECTION CRITERIA:

Essential:

- Proven work experience producing and managing website content for a public facing website
- Excellent writing and editing skills and excellent attention to detail
- Experience of working with tone of voice and style guides
- Experience of advising, supporting and communicating with a variety of content owners/stakeholders across a large and diverse organisation
- Experience using Content Management Systems (CMS)
- Excellent understanding of the principles of Search Engine Optimisation
- Basic knowledge of Hypertext Markup Language (HTML) and Cascading Style Sheets (CSS)
- Experience of producing accessible for website content and downloads, including pdfs, which conform to WCAG guidelines
- A strong understanding of the principles of web content strategy
- Experience of using Google Analytics to inform website content production
- Experience of using Adobe Photoshop to edit and process images for the web
- Experience of using the suite of Microsoft 365 products, including Word, Excel and Teams, to maintain documentation, implement processes and share information within a work environment
- Demonstrable commitment to fairness and the principles of equality and inclusion.

Desirable:

- Experience of working in higher or further education
- An understanding of the principles of web content design
- Experience of using other software from Adobe Cloud, including Illustrator, Premier Pro and InDesign
- Experience of developing Search Engine Optimisation strategies for website content
- Experience of developing website content strategies
- Experience of using GatherContent
- Experience of using Google Optimize to test website content
- Experience of running user testing sessions
- Experience of using SiteImprove or other similar tools.

Equality Diversity and Inclusion

Essential:

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

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 provide temporary cover for the post of Web Content Manager while it is being recruited to permanently

Therefore, this appointment has a defined end date or when the substantive job-holder returns to the job, whichever is soonest.

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.

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.

Parking at Hendon campus

There are currently *Regular Parking Permits and Pre-Paid Parking options* available to new joiners. Further details are available on the Travel and transport page on the staff intranet. *Please note if the number of applications becomes oversubscribed these parking options could be withdrawn at any point.*

Information for Disabled Staff

Staff and visitors with their own current blue badge have access to free parking on campus. All blue badge holders should present a copy of their blue badge to the security office in the Quad. Holders will be given car park access up to the date of expiry of their blue badge.

Public Transport

Our Hendon Campus is well served by public transport with buses, London underground and British Rail services all within a short walk of the campus. You can get detailed journey information from TfL (www.tfl.gov.uk) and have a look at our directions and location to help plan your travel: <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 Andreea Savin, Digital Experience Manager, via email at a.savin@mdx.ac.uk