JOB DESCRIPTION

Job Title:	**Senior Web Editor**
Ref no:	**MKG504**
Campus:	**Hendon**
Service:	**Student Recruitment, Marketing and Communications**
Grade:	**6**
Salary:	**£37,357 per annum rising to £42,653 incrementally each year inclusive of Outer London Weighting**
Hours:	**35.5 hours per week. Actual daily hours by arrangement**
Period:	**Permanent**
Reporting to:	**Web Content Manager**
Reporting to job holder:	**None**

Overall purpose:

Working with the Web Content Manager, the web team and content team as well as the wider University, you will actively seek out better ways to deploy and share content through our key websites.

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

- Creating, reviewing, copy editing and maintaining course pages and webpages within the corporate website, ensuring they are up-to-date, accurate, accessible, optimised for search engines and on-brand.

- Actioning content change requests and securing contextual advice from teams around the University including the Faculty marketing team, content editors or content managers.

- Actioning content changes in an effective and speedy manner, especially during key times such as Clearing and graduation.

- Consolidating feedback, identifying any synergies or themes to share with advice and commentary with the web team.

- Assisting the Web Content Manager in managing web workflow, reviewing content change requests and reverting to requestors in a timely manner, maintaining transparency throughout and ensuring requestors are fully aware of progress.

- Ensuring the Web Editors support the content amendment process, and work is processed in an effective manner.

- Assisting the Web Content Manager in implementing and maintaining web governance, policies, guidelines, workflows and structure.

- Coordinating and training content providers and owners across the University.

- Keeping all content owners and providers abreast of web developments using appropriate internal communication channels.

Measurement and reporting

- Reviewing Google Analytics for content performance and identifying learnings and opportunities to improve our website content.

- Working alongside the marketing and communications teams to make recommendations on areas which need optimising to improve relevance and positively impact the user experience.

Project support and implementation

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

Liaising with key stakeholders

- Supporting with content and technical developments to sister sites the intranet and MDX Mauritius as required.

- Training and liaising regularly with overseas content owners and providers.

- Providing relevant advice and training on brand content, imagery and optimal functionality.

Support for the overall marketing strategy

- Working alongside the marketing team to ensure content and user journeys respond to the needs of marketing campaigns, driving traffic to targeted areas of the site.

- Workin with the web team and and Faculty marketing team to ensure content on the site is up-to-date, appropriate to the medium, on brand and driving engagement.

- Supporting the Web Content Manager in ensuring digital activity outside of mdx.ac.uk is aligned to the overall goals of the site and optimises the user

journey and impact.

- Keeping abreast of best practice content and web development within as well as outside the sector.

Other

- Any other duties required by the Web Content Manager or Head of Digital Marketing which are commensurate with the grade of the post.

- As duties and responsibilities change, the job description will be reviewed and amended in consultation with the post holder.

- The post holder will actively follow Middlesex University policies including Equality & Diversity policies.

- The post holder will carry out all duties in accordance with the University's vision and values.

- The post holder will ensure compliance with the Data Protection Act 2018 and GDPR requirements in all working practices maintaining confidentiality, integrity, availability, accuracy, currency and security of information as appropriate, taking personal responsibility for all personal data within our working environment.

PERSON SPECIFICATION

Job Title: Senior Web Editor

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

SELECTION CRITERIA

Essential

- Strong copywriting and editing 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 SEO

- 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

Terms and Conditions

Diversity
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.

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.

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. All University professional services staff job descriptions, policies and procedures and the University Professional Services Staff Handbook will apply to both Middlesex University staff and MU Services Limited staff during their employment, unless where expressly stated otherwise. Staff will remain with their current employer, unless they move to an academic or academic related role.

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.

Travel to Hendon Campus
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.

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 map to help plan your travel: http://www.mdx.ac.uk/aboutus/Location/hendon/directions/index.aspx

Parking
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.

Parking 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.

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 Swéta Rana, Head of Digital Marketing via email: s.rana@mdx.ac.uk