Professional Services Job Description

Job Title: Web Editor
Ref No: MKG518
Campus: Hendon
Faculty/Service: Student Recruitment, Marketing and Communications
Grade: 5
Salary: £33,125 per annum rising to £36,698 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: N/A

Overall Purpose:
The Web Editor will be a key contact for day-to-day updates for the University corporate website. The post holder will help implement recommendations to improve web content and action updates for accuracy and optimization. They will be responsible for day-to-day web administrative tasks and support the web team in the implementation of analytics and website metrics.

Principal Duties:
Web editing and optimisation

- 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.
- Maintaining daily use of the website's content management system to update and amend content.
- Monitoring the web admin inbox daily to pick up and triage web content requests, making sure to maintain high levels of efficiency and accuracy.
- Assisting in user testing, usability and accessibility exercises for university websites and other digital channels.
- Assisting the web team in dealing with all day-to-day issues arising with the University's website.
- Assisting the web team to effectively implement workflows to ensure content is published in a timely way and presented to high quality.
- Working with the web team to provide support to the content team, to deliver an ongoing strategic programme of refreshed content which meets the needs of key audiences and the department's objectives.
- Working with Digital and Library Services to request technical amendments (such as new templates) which will support evolving content and marketing needs.

Measurement and reporting

- Maintaining the website Google Analytics account and working with marketing and other key stakeholders to set up automated reports.
- Assisting the web team in operating and manipulating Google Analytics, with the ability to set up filters and configure accounts.
- Reviewing and setting up periodic reports for web statistics using Google Analytics, Tag Manager and dashboards.

- Working with the SEO Specialist to monitor and advise upon search engine rankings and suggest ways of improving results.

Support for marketing campaigns and strategy
- Working with the web team and marketing team to ensure content, information architecture, and functionality respond to the needs of marketing campaigns, driving traffic to targeted areas of the site.
- Providing support to the digital team to deliver campaign-specific content.
- Supporting the web team to ensure digital activity is aligned to the overall goals of the site.

Other responsibilities
- Supporting with administrative and financial tasks in the digital team.
- 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.

The postholder should actively follow Middlesex University policies and procedures and maintain an awareness and observation of Fire and Health & Safety Regulations.

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 selection criteria.

SELECTION CRITERIA:

Experience
Essential:
- Experience in working with websites within a large and complex organisation.
- Experience of working in website content management systems (CMS), including handling templates to optimally publish content.
- Experience of supporting the wider strategy and plans of a marketing and/or communications team.
- Ability to demonstrate experience in developing digital content using web technologies, including some knowledge of web coding in HTML.
Desirable:
- Experience of working in higher or further education or other sector targeting similar audiences
- Experience in delivering website user testing

Knowledge
Essential:
- Knowledge of developments in digital media, including mobile platforms and responsive designs.
- Knowledge and demonstrable experience in operating and manipulating web analytics platforms, with the ability to set up filters, conversion goals and accounts.
- Knowledge in basic operation of Photoshop or similar image manipulation software.

Skills
Essential:
- Ability to prioritise work in a busy environment, keeping colleagues up-to-date with the status of tasks and projects.
- Strong copywriting and editing for web skills.
- Ability to learn quickly and work to a high degree of proficiency in web-related systems.
- The willingness to adapt and to acquire additional skills when required to implement and support the University's corporate websites.

Equality Diversity and Inclusion
Essential:
- Demonstrable commitment to fairness and the principles of equality and inclusion.

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 Mark Phillips, Web Content Manager, M.Phillips@mdx.ac.uk