**Job Title:** Web Content Manager
**Grade:** 7
**Salary:** £39,906 to £46,049 per annum, pro-rata if part-time
**Department:** Marketing and Communications, External Relations
**Hours/Contract:** Full time or job share considered, Permanent
**Job Family:** Management and Administration
**Reference:** 12665

**Role Purpose**

Working with the Head of Web, you will collaborate with colleagues across the University to ensure web content is reflective of the University's strategic priorities, including student recruitment, research activity and reputation management. You will also ensure web content is suitable for a range of audiences, and satisfies accessibility, usability, search engine optimisation (SEO) and generative engine optimisation (GEO) requirements.

As a member of the Web Team, you will work alongside specialists in front and back-end development, UX/UI design, web content creation and management, data insight and analysis and CMS administration.

## Main Duties and Responsibilities

**Creative content, production and distribution**

- Develop and manage a schedule of content activity, ensuring University strategy, and all major University milestones and events are accounted for.

- Deliver web content targeting a variety of audiences, including prospective students, staff, current students, the research community and alumni.

- Work with University colleagues to ensure web content is kept accurate and up-to-date.

- Ensure web content meets appropriate accessibility, usability, SEO and GEO standards.

- Ensure web content adheres to the University's tone of voice and brand guidelines.

- Be the subject matter expert for web content, providing training, advice and guidance to a range of colleagues.

- Assist in the management and correct use of a complex web taxonomy.

**Analysis Reporting and Documentation**

- Assist with regular data analysis and interpretation and bring forward recommendations to aid with continual improvement, benchmarking and best practice.

- Assist with user testing and feedback to ensure content is serving the right audiences and meeting user needs.

- Undertake web content testing (e.g., A/B testing) to optimise performance and efficiency.

- Work within legal and University guidelines to ensure all content is compliant and legal before publishing.

- Carry out regular competitor analysis and review external web and digital content, presenting back ideas, innovations and best practice.

**Customer Service and Support**

- Attend internal and external events to support with multi-media content creation and promotion, including graduation and open days.

- Assist in duties across the Marketing team on the delivery of activity regarding student recruitment events, internal engagement, public affairs, event management and corporate and reputational communications

**People Management**

- Supervise and develop skills of a team of content professionals, including personal development, prioritising workload, governance and quality assurance.

- Identify and make recommendations for improvements (e.g., in policies and procedures) to contribute to the continuous operational improvement of the content function.

## Internal and External Relationships

**Internal**

- Work with colleagues in the Web Team to inform functional developments of the website.

- Work with Marketing and Future Students Office and Communications colleagues to assist with the delivery of key student recruitment, research activity and University reputation objectives.

- Work with colleagues from colleges, schools and departments to ensure web content is meeting agreed requirements.

- Participate as a member of project teams and groups as required to ensure the interests of the department/section are appropriately represented and good practice is shared.

**External**

- Liaise with communications professionals in external organisations (e.g. NHS, charities, commercial organisations and other universities) to, for example, gain approvals for content.

- Work alongside agencies and freelancers to brief, produce and deliver content.

## Planning and Organising

- Lead assigned project teams usually of a short-term nature, or contribute to larger University-wide projects as part of a project team, to support the achievement of project objectives.

- Develop and determine appropriate team or individual workflow and activity schedule in order to meet targets and/or turnaround times.

## Qualifications, Knowledge and Experience

**Essential**

- Educated to degree level or have equivalent professional experience in content or web *

- Significant experience of creating and editing web content and collateral

- Demonstrable strong organisational and prioritisation skills

- Experience of planning and progressing work activities within general guidelines, using initiative and judgement without recourse to seniors

- Advanced understanding of SEO and web standards (including accessibility), writing for the web, user experience and familiarity with web governance, data protection and legislation *

- Experience of creating content for varied audience types

**Desirable**

- Knowledge of the Higher Education sector, including the recruitment cycle and admissions processes

- Knowledge of the latest web and digital trends

## Skills, Abilities and Competencies

**Essential**

- Excellent copy writing and proofreading skills, with a high level of accuracy and attention to detail

- Ability to create and edit engaging copy for a diverse range of stakeholders, purposes and audiences (including prospective and current students, academics, international audiences, and stakeholders)

- Demonstrable ability to develop strong working relationships at all levels both internally and externally

- Excellent interpersonal skills and the ability to communicate sensitively and effectively

- Ability to persuade, or negotiate with, senior colleagues with regard to accepting your expert opinion and advice

- Expertise in using Content Management Systems *

- Able to act on own initiative and meet deadlines

- Able to suggest solutions and ways forward when escalating questions

- Experience of organising, developing and training individuals and groups *

- Ability to prioritise tasks and have excellent time management skills

- High level of discretion over sensitive and confidential issues

**Desirable**

- Ability to analyse and present complex data

***Criteria to be used in shortlisting candidates for interview**

## Criminal Declaration

If you become an employee, you must inform your manager immediately, in writing, if you are the subject of any current or future police investigations/legal proceedings, which could result in a criminal offence, conviction, caution, bind-over or charges, or warnings.

## Supporting University Activities

As a University of Leicester citizen, you are encouraged to support key university activities such as clearing, graduation ceremonies, student registration and recruitment open days. We encourage all staff as citizens to work flexibly across the University if required. If supporting these activities is likely to affect your workload, please speak to your line manager in the first instance

## University Values

**Inclusive** - We are diverse in our makeup and united in ambition. Our diversity is our strength and makes our community stronger.

**Inspiring** - We are passionate about inspiring individuals to succeed and realise their ambitions. We challenge our community to think differently, to get involved, and to constantly embrace new ideas.

**Impactful** - As Citizens of Change we will generate new ideas which deliver impact and empower our community

## Freedom of Speech

The University is committed to upholding freedom of speech and academic freedom within the law throughout our recruitment processes. We ensure that all candidates are considered based on merit and suitability for the role, without regard to their lawful viewpoints or the expression of challenging or controversial ideas. Our recruitment policies and practices are designed to protect applicants from discrimination or adverse treatment on the basis of their opinions, and to foster an environment where open debate and diverse perspectives are valued as essential to our academic mission.

## Equity and Diversity

We believe that equity, diversity and inclusion is integral to a successful modern workplace. By developing and implementing policies and systems that challenge stereotypes across all aspects of our work, we have a culture that recognises and values the diverse contributions of our staff which benefits everyone. Our strong values of inclusivity and equality support our efforts to attract a diverse range of high quality staff and students, and identify our University as a progressive and innovative workplace that mainstreams equality, diversity and inclusion.