Job Description

Job title	Web Content Producer
School / department	Marketing, Recruitment and Communications
Grade	5
Line manager	Digital and Website Manager

Main purpose of the job

The Web Content Producer will create compelling content for the university's website, including text, images, video and other rich media assets. A good knowledge of Search Engine Optimisation, online accessibility and how users read content online are all important; so too is creativity and flexibility when using a range of digital engagement channels to reach target audiences.

Building strong working relationships is key to this role as the Web Content Producer will work with a range of stakeholders around the organisation, including UWL's eight academic schools, and at times with freelancers or production companies to develop video, graphics and more.

This role is responsible for producing a range of compelling content for www.uwl.ac.uk to promote the University of West London, primarily to prospective students.

Key areas of responsibility

- Use the Content Management System (Drupal) to make changes on UWL's website, www.uwl.ac.uk.

- Write engaging and accurate copy for the University website, applying best practice for writing for the web.

- Take compelling photographs, then edit and re-size images using photo editing software.

- Self-shoot video content or work with freelance camera operators to acquire content for small-scale video projects.

- Manage delivery of larger scale rich media content projects, from concept to delivery, working with suppliers or freelancers, with support from the Digital Manager.

- Tailor content to appeal to specific target audiences, mostly prospective students.

- Ensure that UWL's website is up-to-date and that messaging on key pages aligns with current campaigns.

- Ensure that content is optimised for Search and stay up to date with SEO best practice.

- Ensure that all content meets high standards of accessibility in line with W3C recommendations.

- Post updates to UWL's social media channels using appropriate techniques to maximise reach.

- Take a project-based approach to developing new areas of content and identify opportunities to do so. This will include advising on Information Architecture and content of new pages.

- Monitor web stats and evaluate the impact of new and high-profile sections of content.

- Provide excellent customer service to content owners around the University, responding promptly to requests for advice or web page updates.

- Serve as an advocate for best practice around the organisation when writing for the web or producing rich media content.

- Use a range of tools for monitoring performance, including SiteMorse, Google Analytics and others as required.

- Take a flexible approach to utilising new tools and techniques for online engagement. This could include creating content for blogs, vlogs, webinars and more.

- Carry out research and benchmarking against competitor institutions.

- Undertake other appropriate tasks commensurate with the grade as required by the Digital and Website Manager.

In addition to the above areas of responsibility the position may be required to undertake any other reasonable duties relating to the broad scope of the position.

Dimensions / back ground information

This role sits within a Digital Team that includes other web content professionals and a Digital Project Manager, as well as the Digital Team Manager.

The team is responsible for maintaining a compelling online presence through www.uwl.ac.uk and the Web Content Producer will play a key role in achieving this.

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Person Specification

Criteria	Essential	Desirable
Qualifications and/or membership of professional bodies	A degree-level qualification.	
Knowledge and experience	Substantial experience of developing content for a public- facing website. Experience of working with CMS systems. A good knowledge of current best practice in writing for the web and SEO. Understanding of online accessibility issues. Experience of working with different types of online content, including a knowledge of the role of images and video as well as text. Experience of updating an organisation / business's social media channels. Experience of methods of evaluating web content.	Experience of commissioning work from external suppliers, including producing briefs and giving feedback. An understanding / working knowledge of the education sector.
Specific skills to the job	Excellent copywriting and editorial skills focusing on developing content specifically for the web. Competent in using image editing software, e.g. Adobe Photoshop (or equivalent). Knowledge of one or more web stats evaluation package.	Knowledge of project management principles in the context of web content projects involving multiple stakeholders. (Knowledge of a specific project management methodology is not required.)
General skills	An excellent written and oral communicator, able to build strong	

	working relationships with stakeholders. Strong time management skills, with the ability to work to a deadline. Excellent organisational skills, including maintaining documentation and progress reporting. Self-motivated with the ability to work independently. Attention to detail.	
Disclosure and Barring Scheme	This post does not require a DBS check	

Essential Criteria are those, without which, a candidate would not be able to do the job. Applicants who have not clearly demonstrated in their application that they possess the essential requirements will normally be rejected at the shortlisting stage.

Desirable Criteria are those that would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.