

Job Description

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| Job title | Digital Content Assistant |
| School / department | Marketing, Recruitment and Communications |
| Grade | 4 |
| Line manager | Digital Content Manager |
| Responsible for | This role does not have any line management responsibility. |
| Location | Full-time on Ealing campus |

Main purpose of the job

This role is responsible for accurately and efficiently updating and editing a range of content for www.uwl.ac.uk to promote the University of West London, primarily to prospective students.

The Digital Content Assistant will update, edit and create compelling content for the University's website, including text, images, documents and short form video assets.

Key areas of responsibility

- Use the Content Management System (Drupal) to make content updates and changes on UWL's website.
- Edit and write engaging and accurate copy for UWL's website, applying best practice for writing for the web.
- Provide excellent customer service to content owners around the University, responding promptly to requests for web page updates.
- Ensure that UWL's website is always up-to-date, including using tools such as Site Improve and Screaming Frog to routinely check content for accuracy and broken links.
- Edit and re-size images using photo editing software.
- Organise and support content production work, both by the Digital Team and external agencies, which can include video, webinars, photo shoots and other content production as needed. This may include co-ordinating participants, arranging locations, and attending photo/video shoots.
- Review online documents to make sure they meet accessibility standards and, where required, convert them into web pages.
- Occasionally participate in a team rota for out of hours cover for emergency updates to the website as needed.
- Undertake other appropriate tasks, commensurate with the grade, as required by the Digital Content Manager and the Head of Digital.

Dimensions / background information

This role sits within a Digital Team of eight digital content professionals. The team is responsible for maintaining a compelling online presence through www.uwl.ac.uk.

Person Specification

| Criteria | Essential | Desirable |
|--|---|--|
| Qualifications and/or membership of professional bodies | At least 2 A levels or equivalent | A degree-level qualification. |
| Knowledge and experience | <p>Experience of updating and writing content for a public-facing website.</p> <p>A good knowledge of current best practice in writing for the web.</p> <p>Experience of creating and working with different types of online content, including text, images and video.</p> <p>An understanding of user journeys and how to make sure online content works effectively to achieve organisational objectives.</p> | <p>Experience of working with CMS systems.</p> <p>An understanding / working knowledge of optimising content for search engine ranking (SEO).</p> <p>An understanding / working knowledge of the education sector.</p> <p>Experience of methods of evaluating web content.</p> |
| Specific skills to the job | <p>Excellent copywriting and editorial skills focusing on developing content specifically for the web.</p> <p>Excellent attention to detail and the ability to use style guidelines to create accurate and consistent content.</p> <p>Competent in using image / video editing software, e.g. Adobe Photoshop, Adobe Premier (or equivalent).</p> | Knowledge of one or more web stats evaluation packages such as Google Analytics. |
| General skills | <p>Excellent written and oral communication skills.</p> <p>Strong time management skills, with the ability to work to a deadline.</p> <p>Excellent organisational skills, including maintaining documentation and progress reporting.</p> <p>Ability to deliver excellent customer service to internal stakeholders.</p> <p>Self-motivated with the ability to work independently.</p> <p>Ability to work well in a team.</p> | Ability to use work planning tools such as Trello. |

**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.