

Job Description

Job title	Digital Content Manager
School / department	Marketing, Recruitment and Communications
Grade	6
Line manager	Head of Digital
Responsible for (direct reports)	Digital Content Editor, Digital Content Assistant, Digital Producer (Videographer)
Date of creation or review	10/06/2025

Main purpose of the job

This is an exciting and varied role with responsibility for producing and managing digital content for external audiences primarily on www.uwl.ac.uk and UWL's YouTube channel.

The role reports into the Head of Digital and will line manage a team three, using excellent editorial skills to review and give feedback on their work alongside managing their workload, training and development.

The role leads on delivery of UWL's external video programme, including working with internal and external videographers to produce videos to support student recruitment and retention, partnerships, events and research.

This role will work with internal stakeholders to define requirements for online content development and use Google Analytics and other tools to report back on the success of digital content and identify and implement improvements.

The role will work closely with our Recruitment and Digital Course teams to make sure our course offer is successfully promoted across the website throughout the annual HE recruitment cycle and with our Campaigns and Social Media teams to create joined-up user journeys across our digital estate.

The role will support the Head of Digital to deliver upgrades to the website, including design and functional improvements. The postholder will work with the Senior Product Owner to scope and quality assure new functionality and design and to report and test bugs and fixes.

The role is responsible for managing the content team's effective processing of update requests, ongoing maintenance of website content and management of data collection online.

Key areas of responsibility

- Line manage a team of three – our Digital Content Editor, Content Producer (videographer) and Digital Content Assistant - managing their workload, training and development and quality assuring their work.
- Work with internal and external videographers to manage the production and delivery of the external video programme for UWL including creating briefs, booking location/talent, producing scripts, providing editorial feedback and managing the video asset library.
- Work with internal stakeholders to gather requirements for content development and use Google Analytics, user testing and other tools to scope and deliver user-focused improvements and report back on their success.
- Be the lead contact for external content software suppliers and digital marketing partners.
- Apply knowledge of web best practice including usability, accessibility, and search engine optimisation.

- Work with our Campaigns and Social Media teams to create joined-up user journeys across our digital estate and our Recruitment and Digital Course teams to make sure our course offer is successfully promoted across the website throughout the annual HE recruitment cycle.
- Work with the Head of Digital to identify and scope improvements for editors in the content management system (Drupal) and user-centric improvements to the front-end of the website. Lead user-acceptance testing across a range of different user cases, browsers and devices.
- Maintain content team documentation, including project briefs, video files, maintenance schedules and training materials.
- Manage data collection and management via the website including GDPR compliance.
- Deputise for the Head of Digital as required and undertake other appropriate tasks commensurate with the grade as required by the Head of Digital.

In addition to the above areas of responsibility the post-holder maybe required to undertake any other reasonable duties relating to the broad scope of the position, commensurate with the post, and in support of the University.

Dimensions / background information


The Digital Team is part of the wider Marketing, Recruitment and Communications Team. The Digital Team currently has nine roles in the following structure:

- Head of Digital direct reports: Digital Content Manager, Digital Course Manager, Senior Product Owner
- Digital Content Manager direct reports: Digital Producer (videographer), Digital Editor, Digital Assistant
- Digital Course Manager direct reports: two Course Editors

Person Specification

	Criteria	Essential or Desirable ¹	Demonstrated ²		
			Application	Interview	Test / Exercise
Qualifications and/or membership of prof. bodies	A degree-level qualification	Essential	X	X	
	Significant experience of managing a digital team to effectively maintain and improve the content on a large, public-facing website.	Essential	X	X	
	Experience of producing stand-out written and visual content for the web and ability to review and suggest improvements to draft or existing copy or video.	Essential	X	X	
	Experience of managing and working with videographers to produce effective marketing videos including meeting with stakeholders to define the brief, scripting, location/talent booking and feeding back on edits.	Essential	X	X	
	Experience of commissioning video work from external suppliers.	Essential	X	X	
	Experience of procuring and using relevant software for website management.	Essential	X	X	
	Experience of working with stakeholders to process requests and develop and maintain content.	Essential	X	X	
	Experience of using analytics tools, including Google Analytics, to report on success and identify and implement improvements.	Essential	X	X	
	Experience of managing online data collection and GDPR compliance.	Essential	X	X	
	Experience of working in Higher Education and understanding of the recruitment cycle.	Desirable	X	X	
	Experience of working with open source content management systems.	Desirable	X	X	
	Experience of using collaborative tools for digital project management such as Basecamp, Trello, JIRA etc.	Desirable	X	X	

Specific skills to the job	Writing briefs for digital projects, clearly articulating the user need.	Essential	X	X	
	Creating and maintaining documentation.	Essential	X	X	
	Managing content requests with multiple approval stages.	Essential	X	X	
	A thorough knowledge of how Content Management Systems are used by a team of editors to manage and update web content.	Essential	X	X	
	Experience of using image and video editing software including Adobe Photoshop, Premier Pro or Canva.	Essential	X	X	
	Experience of taking a user-centred, analytics-informed approach to developing content and improving websites.	Essential	X	X	
	A good understanding of factors affecting website accessibility and search engine optimisation.	Essential	X	X	
General skills	Strong oral and written communication skills, including the ability to establish close working relationships with a range of stakeholders and suppliers.	Essential	X	X	
	Impressive organisational skills and an ability to work to deadlines.	Essential	X	X	
	Excellent attention to detail.	Essential	X	X	
	Self-motivated with the ability to work independently.	Essential	X	X	

Disclosure and Barring Scheme Is a DBS Check required: DBS (This post does not require a DBS check) 

Before making a selection, please refer to the University's [Disclosure and Barring Checks Guidance for Staff](#) and [Criminal Convictions, Disclosures and Barring Staff Policy and Procedure](#). If a DBS check is required for the role, a **Check Approval Form** will need to be completed.

¹**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, to determine which applicants to shortlist.

²**Demonstration:** Select the Recruitment Process stage at which the candidates will have to demonstrate that they meet the criteria. Criteria which have to be demonstrated at application stage should be mentioned in the Recruitment Information Pack as Pre-Selection/Killer Questions, Shortlisting Questions or Shortlisting Criteria. Other criteria should be evaluated and tested at interview stage (e.g. through interview questions) or through additional tests, exercises or presentations. Criteria can (and should) be demonstrated at multiple stages.