



UNIVERSITY OF
LINCOLN

UNIVERSITY OF LINCOLN JOB DESCRIPTION

JOB TITLE	Digital Communities Developer				
DEPARTMENT	Digital Education & Student Life, LALT				
LOCATION	Brayford				
JOB NUMBER	LALT0016	GRADE	6	DATE	July 2017
REPORTS TO	Director of Digital Student Life				

CONTEXT

The University of Lincoln's strategic plan 2016-21 includes a commitment to "create a flexible and open university that encourages and supports collaborative working across boundaries and disciplines". To enable this commitment, the University is planning to redevelop its institutional blog platform into a co-ordinated and integrated digital community for staff, students and other key audiences.

The University puts students at the heart of everything it does and has a reputation in the Higher Education sector for student-led innovation in teaching and learning. Students and recent graduates will therefore play an important role in the blog redevelopment project, alongside staff and other stakeholders.

JOB PURPOSE

The Digital Communities Developer will play a key role in the development of a new integrated University blog platform, developing themes and plugins to be used on a range of Schools and Department blogs from across the University. Alongside the Digital Communities Co-ordinator, the role holder will also play a leading role in the migration of blogs from the University's existing blog platform to the new version. The role holder will report into the Director of Digital Student Life and will work closely with graduate interns, students and staff involved in managing and editing blogs.

The role-holder will play a key role in the development of the University's use of blogs as an integrated community platform, designed to enhance communication with current students and to help promote teaching, research and other initiatives to a wider audience. The role is primarily focused on developing and supporting blog templates/themes and plugins, and the role-holder will therefore need to have an excellent knowledge and understanding of blog and/or web development, with skills and experience of coding HTML and CSS.

The role-holder will also need to be an excellent communicator, able to support and enable others to make best use of blogs, and also have strong organisational and inter-personal skills. Project management skills and experience are also essential.



KEY RESPONSIBILITIES

Planning & Organising

- Take overall responsibility for the development and maintenance of templates/themes and plugins for the blog platform.
- Provide support and advice to users across the University using templates/themes and plugins on their own blogs.
- Manage and progress project plans, measuring progress using key performance indicators.
- Working closely with the Digital Communities Coordinator and other key staff and stakeholders, manage the migration of blogs and blog content from the old WordPress platform to the new, ensuring that testing is carried out before content goes live.
- Seek solutions to challenges that may present themselves whilst managing projects.
- Manage project objectives to ensure activities are delivered within agreed timescales.
- In liaison with the Director of Digital Student Life and the Digital Communities Coordinator, manage and co-ordinate the work of graduate interns, students and any other staff or temps as necessary.

Communication & Liaison

- Liaise with staff across the University on the migration of blogs and the development/redevelopment of blogs on the new platform.
- Liaise closely with other staff and stakeholders involved in the blog redevelopment project to ensure a consistent and integrated approach across all areas.
- Communicate to stakeholders on the progress of the project ensuring consistent and accurate information is collated and disseminated.
- To act as the central point of contact within the team on specific projects.
- To work effectively and co-operatively within the Digital Education and Student Life team and widely across the University.
- To maintain networks with other institutions as appropriate to build knowledge of good practice so that this is understood and shared.
- Develop documentation, guidance and training materials suitable for the appropriate audience.
- Deliver training relating to blog themes/templates, page layout and plugins.

Customer Relationship Management

- To build effective working relationships with academic and professional service staff and other stakeholders including student content creators.
- To engage with consultants and external agencies as necessary.
- To liaise with key project stakeholders to keep them informed in a timely manner of key stages during project progression.

Research and Development

- To research and maintain awareness of WordPress and/or blogging best practice and applying this to the University blog platform, sharing knowledge with colleagues involved in managing blogs across the University.



- To undertake background research, information and data gathering that will support project development.
- To assist in the development and drafting of necessary pieces of work e.g. relevant processes ensuring coherence and alignment with existing guidelines.

Data and Information Management

- Manage and oversee the themes/templates and plugins used on the blog platform, ensuring that they are updated and maintained.
- To provide progress reports which are suitable for both strategic and operational decision-making.
- To support development of project-related communication to enable both internal and external publication through a range of communication means.

Contribution to team/organisational work

- To manage projects, delivering agreed objectives in the timescales outlined in project plans.
- Engage with other duties as necessary and agreed with the project sponsors.
- To contribute to and support the development and implementation of projects across the University as required.

Employee Engagement

- To co-ordinate, design and implement engagement activities e.g. focus groups, communication campaigns and targeted events.
- To run training and develop documentation, disseminating best practice to staff involved in developing, managing and editing blogs.

In addition to the above, undertake such duties as may reasonably be requested and that are commensurate with the nature and grade of the post.

ADDITIONAL INFORMATION

Scope and dimensions of the role

The post holder will largely manage their own time and determine priorities in order to achieve the required output, managing projects and working under their own initiative as well as part of a dedicated team. The post holder will be able to demonstrate a methodical approach to ensuring accuracy. The post holder will be able to use their own initiative to ensure that problems are resolved quickly and efficiently.

The post holder will apply knowledge and judgement to determine the best approach from a number of identifiable solutions in order to resolve problems. The post holder will be an experienced team member.



Key working relationships/networks	
Internal	External
<ul style="list-style-type: none">• The Digital Education & Student Life Team• The Lincoln Academy of Learning and Teaching Engagement Team• ICT• Communications, Development and Marketing• University staff at all levels• Academic Colleges and Schools• Relevant University departments as and when required (e.g. Student Services, Libraries, etc)• Students Union• Graduate Intern Network• Student content creators	<ul style="list-style-type: none">• Networking with colleagues in other HE institutions• External agencies, companies and/or consultants as required• Attend and/or speak at conferences as required



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PERSON SPECIFICATION**

JOB TITLE	Digital Communities Developer	JOB NUMBER	LALT0016
Selection Criteria	Essential (E) or Desirable (D)	Where Evidenced Application (A) Interview (I) Presentation (P) References (R)	
Qualifications:			
Degree or equivalent	E	A	
Experience:			
Experience of managing a blog or a network of blogs for a company or organisation	E	A/I/P/R	
Experience of project and/or programme management	E	A/I/P/R	
Experience of supporting colleagues (with a wide variety of experience) developing blogs and/or websites	E	A/I/R	
Experience of developing themes/templates and/or plugins for a blog network or website	E	A/I/R	
Experience of teaching, advising or training others in web/blog development	E	A/I/R	
Experience of delivering promotional activities to engage distributed audiences	D	A/I/R	
Working to deadlines whilst undertaking a broad range of tasks	E	A/I/R	
Dealing with a broad range of customers/stakeholders	E	A/I/R	
Skills and Knowledge:			
Excellent knowledge and understanding of using blogs and websites as communications tools in a professional context	E	A/I/P/R	
Skills and knowledge in WordPress platform and/or blog management and development	E	A/I/R	
Knowledge and understanding of HTML and CSS	E	A/I	
Knowledge and understanding of the principles of search engine optimisation	E	A/I	
Knowledge and understanding of the principles of user-centred design and information architecture	D	A/I	
Understanding of issues such as quality assurance, copyright, plagiarism and accessibility	E	A/I	
An understanding of the Higher Education Sector	D	A/I	
An awareness of the principles of confidentiality and data protection	E	A/I	
Competencies and Personal Attributes:			
Excellent interpersonal, presentation and communication skills – both written and verbal	E	A/I/P/R	



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Organised, thorough, and capable of managing competing and sometimes conflicting deadlines	E	A/I/R
Dedicated to accuracy and attention to detail	E	A/I/R
The ability to generate ideas	E	A/I/R
Team player but able to work under own initiative	E	A/I/R
Ability to manage own workload with changing priorities and tight deadlines	E	A/I/R
Willing to undertake formal continuing and professional development	E	A/I/R
Business Requirements:		
Flexibility to travel and work at other campuses	D	I

Essential Requirements are those, without which, a candidate would not be able to do the job. **Desirable Requirements** are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

Author	Tom Wright	HRBA	HA
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