



UNIVERSITY OF
LINCOLN

UNIVERSITY OF LINCOLN JOB DESCRIPTION

JOB TITLE	Senior Officer (Web)				
DEPARTMENT	Communications, Development and Marketing				
LOCATION	Brayford Pool				
JOB NUMBER	CDM0006	GRADE	6	DATE	October 2020
REPORTS TO	Head of Content				

CONTEXT

This role sits within the Communications team within the Communications, Development and Marketing (CDM) department of the University of Lincoln. The post holder will be expected to support colleagues across CDM whilst having a particular focus on website development.

Web is the online window for providing information globally and is the University's foremost tool for student recruitment and reputation / awareness raising. The role will be responsible for delivery of digital content and its management, and will develop and maintain the online presence of the University on its website, intranet, and partner/external websites.

The role will work as part of a small team working in order to raise the impact and profile of the University. The post holder will be a skilled front end web developer (HTML, CSS, JavaScript) with awareness of current best practice and innovation in web design and digital marketing. Familiar with Content Management Systems, an aptitude for graphic design or good design skills is essential.

This role is responsible for the planning, management and execution of corporate web design and content and its ongoing development and maintenance across the University, with emphasis on activities supporting student recruitment.

JOB PURPOSE

As part of the Communications, Development & Marketing function, this post plays a key role in helping to raise the profile and awareness of the University through the implementation and co-ordination of a range of marketing, communications and recruitment activity, with particular responsibility for co-ordinating the institution's online presence.

The role will work closely with CDM's Publications and Content team to ensure the website/on-line content is accurate, up-to-date, of high quality, SEO friendly and accessible. They will use their specialist technical skills and knowledge to provide guidance and support to the Content Officers and to Web and Social Media Officers across the University to keep the website current, impactful, inspirational and engaging.

They will work closely with the Assistant Director (Communications) and Publications and Content Manager to develop and implement exciting and innovative features and tools to keep the University website and online presence at the cutting edge of the sector.

They will use analytics tools provide regular reports and insights to their manager.

KEY RESPONSIBILITIES

Planning and Organisation

To be responsible for proactively managing the website development for the University. They will respond to client requests in the University and horizon-scan to identify and undertake opportunities and manage risks.

To be an expert and share technical knowledge and knowledge of the HE sector and on-line customer and competitor behaviour, perceptions and decision making processes internally and externally to the team

Liaise with Content Officers to create and schedule an annual plan for web and on-line updates and content review for the University, including quality assurance processes

Design innovative content and materials and work with the Content team to develop an online presence that is cutting edge and sector leading.

Manage requests for new content, features and updates from across the University academic and service departments, advise on technical solutions and work collaboratively with school and college staff to schedule work appropriately.

Deliver activities within agreed timescales.

Maintain a consistent and compelling brand identity, messaging and editorial voice across the entire site and all on-line content. This will require providing support and training to colleagues.

Coordinate and deliver the on-line creative content and functionality (including design, images and video) within the brand guidelines of the University.

Identify gaps and opportunities and ensure a co-ordinated approach to web content provision.

Review and monitor the effectiveness of the University's online marketing and promotional activity, providing regular reports and analysis on web and digital media usage and trends using Google Analytics and other tools/ sources.

Management of Resources

To adhere to the financial regulations of the University and department.

To manage agencies and ensure they meet all deadlines for web and digital projects to ensure these are delivered on time and within budget.

To prepare and oversee the annual schedule of web activities and propose related expenditure for the financial year.

To work with the Senior Officer (Market Research) to deliver a programme of market research to review and analyse the website to ensure on-line campaigns, tools and media are constantly developed to be efficient and effective and deliver against objectives.

Creativity and Problem Solving

To apply knowledge and judgment to determine the best approach from a number of identifiable solutions in order to resolve complex problems.

Create and design effective and innovative on-line solutions and campaigns within the corporate guidelines.

To use their initiative and creativity to resolve complex problems

To use their knowledge and judgment to identify innovative ways to present content and use new digital technologies, tools and features

To creatively undertake web and digital marketing activities such as delivering multimedia content, search engine optimisation, designing interactive features and innovative content.

To oversee effective use of the University's Content Management System by users across the University and develop and maintain integrations with other systems, working with ICT colleagues and external providers as necessary

Decision Making

To work with colleagues across the University and within the team to create compelling coordinated online content. To advise and input into decision making activities within local areas in order to identify and deliver their web and on-line plans.

To share information on campaigns, recruitment and research findings to relevant colleagues across the University to advise on local content development and recruitment and marketing.

To stay current and follow best practice within the technical field of web design

To influence colleagues within CDM and across the University in regards to recommendations based on technical advice and support

To be involved in business planning and pilot projects across the institution.

Liaison and Networking

Provide specialist advice to colleagues across the institution on best practices on web marketing and new media.

Provide support and represent the University at internal and external recruitment events as and when required, including HE Fairs, school events, open events, and PR events.

Work alongside colleagues within ICT to develop and maintain excellent relationships in order to maintain useful dialogue and information flow.

Build, develop and maintain relationships and work effectively with academic staff and professional services colleagues to develop appropriate web content to promote the University.

To attend and be an active participant in internal and/ or external committees or working groups.

Other duties

To work as a collegiate member of the CDM team. To support colleagues within the Communications team, taking on additional duties, when required around PR, internal communications, social media and recruitment, such as attending events.

Undertake any staff development deemed necessary for the effective performance of duties assigned to the post.

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

Reporting to the Assistant Director (Communications), the post holder will support in the delivery of on-line marketing for the University. This role may involve collating and analysing complex data from many sources, technical specialism, sharing knowledge and evaluating outcomes.

The post holder will need to undertake some travel and develop good practice.

Key working relationships/networks

Internal	External
ICT Web officers and MIROs in Schools, Colleges and Service areas Planning and Business Intelligence The Admissions Team Programme Leaders Colleagues in CDM Heads of Academic Schools and Colleges Current students Staff	Feeder institutions Other universities Alumni Applicants/Decliners Stakeholders Employers Agencies



UNIVERSITY OF LINCOLN PERSON SPECIFICATION

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Selection Criteria	Essential (E) or Desirable (D)	Where Evidenced Application (A) Interview (I) Presentation (P) References (R)
Qualifications:		
Educated to degree level or equivalent experience	E	A
Experience:		
Experience of planning and executing digital design projects within a web-related environment	E	A/I
Experience of people management	E	A/I
Experience of using frontend web development software	E	A/I
Experience of dealing with a wide variety of challenging tasks, often under pressure	E	A/I
Experience of applying initiative and knowledge to resolve complex problems	E	I
Experience of project co-ordination	E	A/I
Experience of digital design	E	A/I
Experience of video production and editing	D	A
Experience of working in a HE/FE environment	D	A
Skills and Knowledge:		
Excellent working knowledge of HTML and CSS coding	E	A/I
Excellent working knowledge of Adobe Creative Suite, in particular Photoshop and Illustrator	E	A/I
Working knowledge of JavaScript (jQuery) programming skills	D	A
Working knowledge of video production, editing and sound	D	A
High level written and verbal communication skills	E	A/I
Ability to influence stakeholders at all levels both inside and outside the organisation	E	A/I
Plan own workload and that of others	E	A/I
Experience of working within corporate identity guidelines	D	A
Competencies and Personal Attributes:		
Enthusiasm, diligence and an ability to work through problems	E	I
Creative and forward-thinking	E	I
Confidence and ability to lead and manage a diverse team	E	I
Organised, flexible and efficient with a positive and proactive approach to work	E	I
Resilient, able to cope under pressure and in difficult situations	E	I

Ability to command respect of colleagues at all levels across the institution	E	A/I
Professionalism, tact and diplomacy	E	I
Ability to work on own initiative whilst contributing as part of a team	E	I
Positive and enthusiastic approach and willing to turn hand to anything.	E	I
Business Requirements:		
The University is committed to ensuring a positive work life balance for all staff and it is within this context that you will be expected to work flexibly and efficiently which, dependent upon the needs of the service and the requirements for the performance of the post, will include evenings and weekends.	E	

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	ES	HRBP	JE
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