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| Last updated: | 23/03/2023 |

**JOB DESCRIPTION**

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| Post title: | **Faculty Web Co-ordinator** | | |
| School/Department: | Faculty Operating Service | | |
| Faculty: | *As appropriate* | | |
| Career Pathway: | Management, Specialist and Administrative (MSA) | Level: | 3 |
| Posts responsible to: | Faculty Digital Information (Content and Data) Manager | | |
| Posts responsible for: | Staff in the Faculty Operating Service as required | | |
| Post base: | Office-based, Southampton or Winchester Campuses | | |

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| Job purpose |
| This role will support the development and implementation of a web content strategy in coordination with the University [OneWeb](https://www.southampton.ac.uk/blog/digitalteam/category/oneweb/) program and Digital Team. Working with Schools, Communications and Marketing to manage the creation and editing of high-quality web content for the Faculty website via the Drupal CMS, ensuring all content is targeted to the relevant audience and optimised for search. |

| Key accountabilities/primary responsibilities | | % Time |
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|  | **Project Administration OneWeb transition**  Working with the Faculty Digital Information (Content and Data) Manager to contribute to the development of the Faculty OneWeb transition plan and timeline.  Regular liaison with the Digital Team to help coordinate the Faculty’s transition to new content-optimisation processes, new website architecture and a new technical infrastructure and as part of the University’s OneWeb programme. Supporting its objective to fundamentally transform the University’s external digital presence by taking a step-change approach to its content and services.  Foster relationships with the Digital Team to understand and prepare for the technological changes that will be implemented across the Faculty’s digital estate, to ensure a smooth transition for content and ongoing updates.  Work with relevant stakeholders to support the migration of existing content from the SitePublisher and Drupal platforms to the new OneWeb infrastructure where appropriate.  Deliver updates to Faculty stakeholders, including, but not limited to, Associate Deans, the Associate Director of Faculty Operations (ADoFO) and the Senior Executive officer (SEO). | 50% |
|  | **Website content management and editing**   * Support the development of a content strategy through researching and planning content across multiple channels. * Implement this strategy across School web pages delivering a high-class customer experience. * Provide clear and timely communications with requesters/content owners regarding the completion of amends across all relevant web pages. * Work with the Faculty Digital Information (Content and Data) Manager to generate engaging, on-brand content appropriate for individual target audiences. * Proactively work with colleagues to understand and generate content that supports key messaging, consistent with all other channels. * Undertake development of a content ownership and storage model for content across all relevant webpages. | 30 % |
|  | **Page design and analytics**   * Utilise graphic design and photography skills to create visually appealing, on-brand, professional web pages where these meet user needs. * Produce a plan and subsequent implementation for the continual development of effective SEO (Search Engine Optimisation), forging links with the central SEO team. * Carry out competitor research and benchmarking to inform future development plans and their implementation across the Faculty web pages, linking up with the central Marketing Insights team. | 10% |
|  | **Other**  To undertake any other duties as required by the ADOFO, SEO or as agreed with the OneWeb and Digital Team. | 10 % |

| Internal and external relationships |
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| * Faculty Digital Information (Content and Data) Manager * Web Content Managers and Web Co-ordinators based in other Faculties * ADoFO and members of Professional Services teams in the Faculty, particularly embedded Comms and Marketing colleagues and the central Comms and Marketing Teams, the Digital Team and TIDT/Web Team. * Comms, Marketing and Digital contacts within the Faculty’s Schools * Colleagues within other Professional Services * Delivery Managers – Digital Team and OneWeb programme |

| Special Requirements |
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| * Flexible hours of work may be required * Good communication skills are essential * The post will require the job holder to possess excellent attention to detail, alongside exceptional record keeping, interpersonal and customer service skills. |

**PERSON SPECIFICATION**

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| Criteria | Essential | Desirable | How to be assessed |
| Qualifications, knowledge and experience | Skill level equivalent to achievement of HNC, A-Level, NVQ3 with proven work experience acquired in relevant roles and job-related training.  Demonstrable experience of creating high quality copy and hierarchy of key messaging, for a wide range of audience groups in online channels.  Skilled in graphic design and photography techniques and experience of using outputs for external publication.  Experience of working with brand and delivering content to emphasise brand values and principles.  Familiar with the Higher Education Sector.  Experience and understanding of website intranet and extranet development principles.  Experience an understanding of Content Management Systems.  Track record of successful site analytics to improve user journeys.  Experience of various software packages including Drupal.  Good numeracy skills.  Ability to accurately analyse and interpret complex quantitative and qualitative data, presenting summary information in a clear and concise format. | Relevant degree (or equivalent qualification or experience).  Recognised qualification in Content Design, Analytics, SEO, or professional qualification.  Able to apply a comprehensive understanding of relevant University systems and procedures. | Application/  Interview |
| Planning and organising | Must be highly organised, efficient and thorough, and able to plan and manage projects through conception to completion.  Able to plan and prioritise a range of work activities, meet tight/conflicting deadlines and multi-task.  Able to organise and store office data systematically and effectively and use records appropriately.  Self-motivated, proactive, able to work independently.  Accuracy and attention to details. Thorough and meticulous both when checking and reviewing content. |  | Application/  Interview |
| Problem solving and initiative | Ability to provide constructive advise, analyse and interpret complex and/or specialist issues.  Ability to use own initiative and suggest and implement practical, effective and considered solutions.  Able to identify and solve problems by applying judgement and initiative and by developing improved work methods. |  | Application/  Interview |
| Management and teamwork | Able to work collaboratively with other individuals and teams, including professional services, external bodies and other stakeholders.  Good people skills and a helpful and supportive attitude.  Proactive in developing relationships with colleagues in other areas.  Able to positively influence the way a team works together. |  | Application/  Interview |
| Communicating and influencing | Excellent written, communication and interpersonal skills.  Maintains confidentiality and integrity when dealing with sensitive information.  Able to communicate effectively requirements, processes and findings verbally and in writing. |  | Application/  Interview |
| Other skills and behaviours | Highly IT literate.  Specific skills for this role include competence with relevant coding languages and design software.  Ability to interface with relevant Professional Services in the University; colleagues within the Faculty; external stakeholders; customers and beneficiaries.  An essential requirement will be the ability to develop good relationships and networking skills.  Evidence of excellent interpersonal skills.  Ability to track devolved work (including action points) and maintain schedules, secure outcomes and organise events and meetings. |  | Application/  Interview |
| Special requirements | Able to work flexible hours required by the work activities and timelines, as directed. There may be a requirement to work out of hours on occasions. |  | Application/  Interview. |

**JOB HAZARD ANALYSIS**

**Is this an office-based post?**

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| Yes | If this post is an office-based job with routine office hazards (eg: use of VDU), no further information needs to be supplied. Do not complete the section below. |
| No | If this post is not office-based or has some hazards other than routine office (eg: more than use of VDU) please complete the analysis below.  Hiring managers are asked to complete this section as accurately as possible to ensure the safety of the post-holder. |

## - HR will send a full PEHQ to all applicants for this position. Please note, if full health clearance is required for a role, this will apply to all individuals, including existing members of staff.

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| **ENVIRONMENTAL EXPOSURES** | **Occasionally**  (<30% of time) | **Frequently**  (30-60% of time) | **Constantly**  (> 60% of time) |
| Outside work |  |  |  |
| Extremes of temperature (eg: fridge/ furnace) |  |  |  |
| ## Potential for exposure to body fluids |  |  |  |
| ## Noise (greater than 80 dba - 8 hrs twa) |  |  |  |
| ## Exposure to hazardous substances (eg: solvents, liquids, dust, fumes, biohazards). Specify below: |  |  |  |
| Frequent hand washing |  |  |  |
| Ionising radiation |  |  |  |
| **EQUIPMENT/TOOLS/MACHINES USED** | | | |
| ## Food handling |  |  |  |
| ## Driving university vehicles(eg: car/van/LGV/PCV) |  |  |  |
| ## Use of latex gloves (prohibited unless specific clinical necessity) |  |  |  |
| ## Vibrating tools (eg: strimmers, hammer drill, lawnmowers) |  |  |  |
| **PHYSICAL ABILITIES** | | | |
| Load manual handling |  |  |  |
| Repetitive crouching/kneeling/stooping |  |  |  |
| Repetitive pulling/pushing |  |  |  |
| Repetitive lifting |  |  |  |
| Standing for prolonged periods |  |  |  |
| Repetitive climbing (ie: steps, stools, ladders, stairs) |  |  |  |
| Fine motor grips (eg: pipetting) |  |  |  |
| Gross motor grips |  |  |  |
| Repetitive reaching below shoulder height |  |  |  |
| Repetitive reaching at shoulder height |  |  |  |
| Repetitive reaching above shoulder height |  |  |  |
| **PSYCHOSOCIAL ISSUES** | | | |
| Face to face contact with public |  |  |  |
| Lone working |  |  |  |
| ## Shift work/night work/on call duties |  |  |  |