Loughborough
University

Web and Digital Content Assistant
Job Ref: REQ231345

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.

Job Description

Job Grade: Technical Services Grade 4

Job Purpose

To provide support in the creation and publishing of high quality, purposeful content across all the University's channels. You will be enthusiastic and creative with excellent attention to detail working mainly in the web content and governance team but also providing support across the whole of web and digital.

Job Duties

- Make timely updates to the University website using the web content management system, ensuring published content is of high quality, accessible, and in line with the University's brand and identity guidelines.

- Provide front-line support for web content requests ensuring they are dealt with within agreed timescales.

- Assist in the creation of original and engaging content for digital channels ensuring it is appropriate for the platform and audience.

- Take a lead on the management and publishing of assets to centrally controlled digital signage screens.

- Day-to-day management of content within the myLboro mobile app, liaising with departments to ensure accuracy and timeliness of published information.

- Carry out research to inform web and digital projects including analysis of data using industry standard platforms, conducting site audits, journey mapping and identifying user needs.

- Assist with the day-to-day generation of new and engaging content for the University's main digital channels including social media.

- Support in training and creating guidance and documentation for publishers.

- Source and optimise imagery for digital publication.

- Undertake any other duties appropriate to the post as may be required.

Personal Specification

Your application will be reviewed against the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application. Stages of assessment are as follows:

1 – Application
2 – Test/Assessment Centre/Presentation
3 – Interview

Area	Essential Criteria	Stage
Experience	Proven experience in creating digital content for websites and social media.	1,2,3
	Experience working in a fast-paced, digital-focused environment.	1,3
	Experience working in a customer-focused role, responding to enquiries in a professional, timely and accurate manner.	1,3
	Experience in using content management systems to publish content to websites.	1,2,3
	Experience of proof-reading and re-purposing content for different channels and audiences.	1,2,3
Skills and abilities	Excellent communication, presentational and writing skills.	1,3
	Good appreciation of accessibility and how it applies to web publishing.	1,2,3
	Outstanding time-management and organisation skills.	1,3
	Demonstrate the ability to use initiative and work effectively individually and as part of a team.	1,3
	Image editing skills using appropriate applications e.g. Adobe Photoshop.	1,2,3
	Excellent attention to detail.	1,3
Training	Demonstrate a passion for all things digital and a strong commitment to maintaining up-to-date knowledge of emerging web and digital technologies.	1,3
Qualifications	Educated to at least A-level standard or equivalent.	1
Other	Flexibility to occasionally work out of hours as required.	1,3
	Commitment to observing the University's Equity, Diversity and Inclusion policy at all times.	1

Area	Desirable Criteria	Stage
Experience	Experience of working in higher education.	1,3
	Experience of responding to support queries through an established helpdesk / ticketing system.	1,3
	Experience of copyright, GDPR, CMA and data protection issues.	1,3
	Experience of using Terminal Four and WordPress CMS.	1,3
Skills and abilities	Understanding of HTML and CSS.	1,3
	Using analytics platforms e.g. Google Analytics.	1,3
Qualifications	Educated to degree-level or equivalent qualification.	1,3

Organisational Responsibility

This role reports to the Digital Content and Web Governance Manager.

Conditions of Service

The position is Full Time and open-ended.

Salary will be on Technical Services Grade 4, £23,700 - £27,181 per annum, at a starting salary to be confirmed on offer of appointment.

The appointment will be subject to the University's normal Terms and Conditions of Employment for Academic and Related staff/Operational and Administrative staff, details of which can be found here

The University is committed to enabling staff to maintain a healthy work-home balance and has a number of family-friendly policies which are available at http://www.lboro.ac.uk/services/hr/a-z/family-leave-policy-and-procedure---page.html

We also offer an on-campus nursery with subsidised places, subsidised places at local holiday clubs and a childcare voucher scheme (further details are available at: http://www.lboro.ac.uk/services/hr/a-z/childcare-information---page.html

In addition, the University is supportive, wherever possible, of flexible working arrangements.
We also strive to create a culture that supports equality and celebrates diversity throughout the campus. The University holds a Bronze Athena SWAN award which recognises the importance of support for women at all stages of their academic career. For further information on Athena SWAN see http://www.lboro.ac.uk/services/hr/athena-swan/