

Web and Digital Content Support Officer

Job Ref: REQ250195

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.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 5

Job Purpose

The Web and Digital Content Support Officer will provide strategic support to the Web, Content and Digital Marketing team within Brand, Digital and Creative Production. The role has a focus on website publishing and content governance, but also supports the wider team, including social media, video content creation, and digital marketing, to deliver high-quality digital outputs.

You will be an excellent communicator with the ability to explain technical information to a non-technical audience in a clear and engaging way, and with other colleagues provide timely, front-line support for digital publishers across the organisation.

You will work closely with colleagues across the organization to deliver engaging and user-friendly digital experience and play a crucial part in ensuring the accuracy, accessibility, and effectiveness of the University's online presence.

Job Duties

- Update and maintain website content, including text and images, using a CMS (e.g. TerminalFour, WordPress) and other relevant tools.
- Conduct thorough content audits to ensure website content is accurate, up-to-date, and adheres to brand guidelines.
- Assist in the creation and publication of new websites, pages and sections.
- Monitor website traffic and user behaviour to identify areas for improvement.
- Maintain accurate records of publisher access, website updates, and content changes.
- Work with SEO specialists implementing SEO best practices to improve website visibility and help ensure adherence by content publishers.
- Ensure website and digital content is accessible to all users and adheres to accessibility standards and best practices.
- Support the creation and management of digital content across various platforms (e.g., social media, blogs etc.).

- Assist in the development and implementation of digital marketing strategies.
- Support digital projects, including website redesigns, content migrations, social media and video content creation, and paid and organic digital campaigns.
- Provide front-line support for digital publishers, responding to, and actioning queries in a timely manner.
- Develop and maintain documentation and training materials related to website content management and digital content creation and publishing, regularly reviewing, refining and developing as appropriate.
- Design and conduct training sessions for web publishers, equipping them with the necessary skills and experience to publish high quality, well designed and accessible content in line with relevant policy and good practice guidance.
- Be creative and innovative, keeping pace with new trends and techniques, making recommendations where appropriate.
- Be a champion for equity, diversity, and inclusion, supporting the University's commitment to creating an inclusive, fair, and respectful culture.
- 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	Significant experience of using content management systems for website publishing.	1,3
	Demonstrate experience of devising and delivering training for users in web publishing and other digital technologies in person and online.	1,2,3
	Experience of creating and maintaining training materials and documentation to support learning objectives.	1,2,3
	Experience of planning and running workshops.	1,3
	Experience of running web content audits, using insight and data to make recommendations for improvements.	1,2,3
	Experience of writing clear and engaging content for websites and other digital channels.	1,2,3
Skills and abilities	Excellent communication, presentation and writing skills.	1,2,3
	Excellent practical knowledge of web and digital technologies.	1,2,3
	Ability to convey technical information to a non-technical audience clearly and consistently.	1,2,3
	Ability to take a user-focused approach to digital projects.	1,3
	A strong appreciation of accessibility, web standards and user experience.	1,2,3
	Demonstrate the ability to prioritise workload, use initiative, manage deadlines and work effectively individually and as part of a team.	1,3
	Use of photo/image editing applications e.g. Adobe Photoshop.	1,3
	Excellent attention to detail.	1,2,3
Training	Demonstrate evidence of undertaking further training.	1,3
	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 work out of hours as required.	1,3
	Commitment to observing the University's Equity, Diversity and Inclusion policy at all times.	1,3
Area	Desirable Criteria	Stage
Experience	Experience of working in higher education.	1
	Experience of responding to support queries through an established helpdesk / ticketing system.	1
	Experience of social media content creation and publishing.	1,3
	Experience of using Terminal Four and WordPress CMS.	1
	Experience of video production.	1
	Experience of email creation / marketing platforms e.g. Stripo, Campaign Monitor.	1
Skills and abilities	Understanding of HTML and CSS.	1
	Using analytics platforms e.g. Google Analytics.	1
	Knowledge of search engine optimisation techniques.	1,3
Qualifications	Educated to degree-level or equivalent qualification.	1,3

Organisational Responsibility

This role reports to the Web Content and Governance Manager.

Conditions of Service

The position is Full Time and open-ended. Salary will be on Technical Services Grade 5, £29,179 - £34,132 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/>

Informal Enquiries

Informal enquiries should be made to Jonathan Walters, Web and Digital Manager by email at J.S.Walters@lboro.ac.uk or by telephone on 01509 223443.

Applications

The closing date for receipt of applications is 20th April 2025.