

## Professional Services

# Job description

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<b>Post Title:</b>	Senior Content Designer (Web)
<b>Grade:</b>	Grade F
<b>Faculty/Service:</b>	Strategic Communications and Marketing
<b>Accountable to:</b>	Content Manager (Web)
<b>Accountable for:</b>	n/a
<b>Post no:</b>	R07580

## Job purpose

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With responsibility for creating, updating and reviewing web and app content and user experience journey to meet user and university needs, ensuring content is well structured, accurate and easy to find with a consistent look and feel that aligns to University brand identity and content strategy, following user centred design and content as a service principle.

Working collaboratively, to create a consistent and coherent experience that brings insights, data, and research to continually and incrementally deliver business and user benefits, championing agile ways of working and mindset.

## Duties and responsibilities

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1. Design and create web and app content that meets user and university needs, creating a user journey that is well structured, accurate, easy to find and understand with a consistent look and feel that aligns to the University's brand identify, content strategy and is based on real-world insights.
2. Contribute to and use the style guides, brand identity, pattern library and information architectures to optimise a consistent and seamless user experience, as well as contributing to requirements and acceptance criteria for technical developments.
3. Develop a deep understanding of users and their needs. Undertake user research and testing and evaluate results to inform content design and ensure suitability for the audience in terms of usability, accessibility and information architecture.
4. Experience in marketing campaign processes, utilising data sources, analytical techniques and tools throughout the product life cycle to analyse user behaviour, measure performance against KPIs and goals, provide meaningful insights to inform and improve to campaign landing pages (or campaign performance) and user journeys.
5. Build relationships and work collaboratively with stakeholders to identify, analyse and recommend appropriate end to end journey solutions that are evidenced based and meet user needs.

6. Participate in the development and maintenance of the annual website calendar, liaising with key stakeholders to review and update content and contribute to content audits to identify gaps and redundancies in the site content.
7. Be an active member of the content design community by contributing to knowledge of best practices and promoting user-centred design and agile principles.
8. Draw on personal experience to support and mentor members of the team (and wider community of practice) in their orientation (role and UWE), working practices (peer review, pair-working, agile working), skills development, performance reviews.
9. To draft reports using digital metrics and prepare and deliver briefings and presentations as requested.
10. To comply with the University's equal opportunities policy, and use this role to promote equal opportunity wherever possible.
11. To be responsible for your own health and safety and that of your colleagues, in accordance with the University's health and safety policy.
12. Any other reasonable duties that fall within the scope of the post, as allocated by the line manager, following consultation with the post holder.

## Person specification

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### Qualifications/Professional membership

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#### Essential

1. Degree qualification or equivalent, or can demonstrate equivalent experience in a field relevant to this position (e.g. Digital Marketing, Content Management)
2. Evidence of CPD.

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### Knowledge/Skills/Experience

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#### Essential

1. Highly developed writing and editing skills, with experience of showing users the right content in the right format and proofing content with meticulous attention to detail and a high level of accuracy.
2. Sound understanding of content design principles, processes and methodologies including wireframing skills to generate prototypes and concepts that can support user experience, user testing to inform iterative content enhancement.
3. Significant knowledge of the principles and practice of user research and its importance in understanding users and what their needs are, with experience of successfully applying this to content design decisions and projects.
4. Experience of analysing web metrics to inform improvements to audience experience.
5. A working knowledge of Search Engine Optimisation monitoring tools with experience of applying SEO best practice.
6. Experience of working in a fast-paced, agile evolving environment and using an iterative method and flexible approach to drive continuous improvement, applying an agile mindset to all aspects of work.
7. Able to build and maintain relationships, working with stakeholders to understand their needs while also championing user needs and explaining design decisions and other ideas in a way that people understand. You can present, communicate and

disseminate analysis and recommendations effectively.

8. Able to work to tight deadlines and handle complex tasks, as well as guiding the work of others and helping to keep up a positive and collaborative working environment.
9. Excellent IT skills with experience of email, MS Office including Word, PowerPoint, Excel and digital collaboration tools e.g. MS Teams.

### Desirable

1. Experience of working with Sitecore's web content management and digital experience platform
2. Knowledge and experience of the set up of digital marketing campaign
3. Experience of using GA4 to measure digital campaign effectiveness

### Key competencies (these are necessary requirements for all roles at this grade level)

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#### 1. Leadership and motivation

Demonstrates integrity, fairness, equality and consistency when working with colleagues in a team. Provides guidance, constructive feedback and support to motivate colleagues.

#### 2. Planning and organising to achieve results

Is able to plan and co-ordinate work appropriately to make the best use of resources and to achieve targets. Communicates and monitors achievement against plans.

#### 3. Commercial awareness

Identifies innovative ways in which quality of service can be improved and ideas for reducing costs and for efficiency improvements.

#### 4. Delivering excellent service

Delivers excellent customer service, suggests improvements, and solves customer problems.

#### 5. Continuous improvement, innovation and change

Has a 'can do' attitude and fosters this amongst colleagues/team members. Respond positively to changing situations.

#### 6. Communicating and influencing

Has highly effective communication skills. Establishes positive and effective working relationships within the team by meeting regularly with staff, encouraging feedback, and through setting up effective networks across the Department/University.

#### 7. The ability to develop yourself and others

Demonstrates active management of personal and professional development. Is able to develop and coach others to possess necessary knowledge, skills and experience to reach their full potential.

Demonstrates active management of personal and professional development.

#### 8. Teamwork and collaboration

Encourages the team to understand the needs of others and the part they play in the University as a whole. Ensures integration and co-operation between teams and the sharing of knowledge and good practice.

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## Health and Safety/Risks

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This post has been identified with the following risks: (activities, hazards or exposures)

**Risk 1**

DSE / VDU User

**Risk 2**

Choose an item.

**Risk 3**

Choose an item.

**Risk 4**

Choose an item.

**Risk 5**

Choose an item.

## Acceptance

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Signed (job holder) .....

Please print name .....

Date