Web Content Developer (IT Services)

**Department:** Communications

**Hours of work:** Full-time (37 hours per week) or part-time (some flexibility available)

**Contract type:** Fixed Term | 2 years

**Salary:** Grade 5 | £27,131 - £33,314 (reduced pro rata for part-time working)
Main purpose of the role

Our web pages for IT Services are among our most viewed sets of internal-facing web pages, but they are also among our largest and most complex branches of the website. They play an integral role in helping staff, students and visitors find answers to their questions about all aspects of IT provision and support.

As our Web Content Developer (IT Services), you will lead a collaborative project between the Communications and IT Services teams to undertake a full review and redevelopment of IT-related information published on the web.

Managed by the Communications team’s Web Content Specialist, and working closely with their User Experience Designer (among others), you will audit existing IT-related information on the web, conduct user research, work closely with stakeholders to develop a plan for redevelopment and then implement changes. You’ll work with a large number of information providers, and a key part of the role will be helping match the large amount of information to be provided to the needs of users and how they would anticipate finding and interacting with that information.

This role is being recruited in parallel with an internal communications role for IT Services. Both roles are managed within the Communications team, where you will work alongside content, digital and creative teams working on all aspects of University communications. The roles have additional ‘dotted-line’ reporting to the Customer Engagement team in IT Services, the key stakeholder for all communications relating to IT Services.

Key responsibilities

(Role holders will be required to undertake some or all of the duties below)

1. Role Specific Responsibilities

   ● Perform a content audit of IT-related information on the University website, including checking content accuracy, quality and usage levels
   ● Work with user researchers in the team to identify user needs for IT-related information, including benchmarking the effectiveness of current content
   ● Conduct competitor analysis to review how other comparable organisations manage similar information
   ● Working with the team’s Web Content Specialist, identify areas for improvement and develop a content plan plus delivery schedule to implement changes
   ● Build effective relationships with subject experts and stakeholders across IT Services, working with them to review, update, generate, gather feedback on and sign off content for publication
   ● Apply content design skills to create the most useful and effective content to meet user and business needs
   ● Build page layouts and content within the University’s web content management system (CMS) to update or replace existing content
   ● Plan measures of success and evaluate implementation after go-live, identifying further areas to improve and making iterative improvements as needed
   ● Work with colleagues in Communications and IT Services to create a quality assurance and content governance process to ensure ongoing maintenance of IT information on the website following the end of the redevelopment project

2. University of York Responsibilities for Grade 5

   Service and Operational Delivery
Undertake day to day decision making for operational aspects of service or delivery, within a designated area of responsibility.

Deliver services to standards set by others, using initiative and independent action to meet service needs.

Manage the resolution of escalated issues or queries where the answer requires consideration and application of judgement.

Where appropriate, solicit customer views on the nature and quality of the service provided.

Make effective use of digital solutions to carry out operational activity and implement efficiency improvements.

Act as a supportive and encouraging member of a team. For roles at this level with supervisory responsibilities, demonstrate compassion and give advice on commonly occurring wellbeing issues.

Continuous Improvement

- Monitor and review service or operational delivery in conjunction with line manager, recommending / implementing improvements to process, service or governance.
- Contribute to and/or initiate the development and improvement of methods of service delivery.
- Research, analyse and interpret data/findings, using standard methodologies to identify opportunities for improvement. Where appropriate, independently identify and source additional information for consideration.
- Proactively identify opportunities for building new personal knowledge and skills for self and others.

Specialist Contribution

- Provide detailed advice to internal and external stakeholders on service-specific policies, procedures and regulations.
- Carry out investigations, searches and research information and data to identify trends and patterns.
- Analyse data and statistics and provide reports for higher level decision makers.
- Provide expertise to support compliance with legislation and statutory duties.

Collaboration and Communication

- Establish, maintain and develop productive and ongoing relationships with colleagues across the University, to support service delivery and issue resolution.
- Contribute to business meetings, working groups and committees to enable efficient service delivery and manage stakeholder expectations.
- Engage with external peers and specialists to exchange knowledge and information.
- Use a range of digital media and tools to communicate with a diverse range of key stakeholders.
- Collaborate with team members to identify and implement service improvements or alterations.

Governance and Oversight

- Implement and monitor recognised procedures to ensure compliance.
- Provide training to team members on procedure e.g. data handling and recording.
- Ensure accuracy by implementing recognised and routine checks, assessment criteria and techniques.

Planning and Organisation

- Plan and organise own workload (and, where applicable, the workload of team members) to manage short term fluctuations and changing priorities.
- Contribute to longer term plans/programmes of work.
• Plan and organise small scale projects.
## Person specification

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<tr>
<th>Role Specific</th>
<th>Essential / Desirable</th>
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<tbody>
<tr>
<td>Knowledge of how to produce informative, concise and user-focused content for the web</td>
<td>Essential</td>
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<td>Ability to select and optimise images for the web</td>
<td>Essential</td>
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<td>Ability to write high quality copy for the web, including representing technical information to a non-expert audience, with strong attention to detail</td>
<td>Essential</td>
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<td>Ability to develop positive relationships with subject experts and stakeholders</td>
<td>Essential</td>
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<td>Understanding of how to create web content is accessible for all users</td>
<td>Essential</td>
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<tr>
<td>Experience of using content design techniques and deliverables such as content audits and content plans</td>
<td>Desirable</td>
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<tr>
<td>Experience of using user research to inform website projects so that they meet user needs</td>
<td>Desirable</td>
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<tr>
<td>Understanding of the diverse range of IT-related capabilities and services required by a university</td>
<td>Desirable</td>
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<tr>
<td>Experience using TerminalFour (the University of York’s web content management system)</td>
<td>Desirable</td>
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### University of York Person Specification for Grade 5

#### Qualifications:

- Level 3 qualification. (Qualifications at this level include A levels. Please [view the full list](#). We also welcome applicants with equivalent non-uk qualifications or equivalent professional experience. | Essential |

#### Skills - demonstrates the ability to:

- Manage small-scale projects | Essential |
- Gather, analyse, interpret and report data/information | Essential |
- Use digital technologies including Google applications and/or Microsoft Office | Essential |
- Communicate effectively in verbal and written formats, including the use of a variety of digital tools | Essential |

#### Behaviours:

- Works collaboratively with others | Essential |
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<td>Delivers a quality service</td>
<td>Essential</td>
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<td>Develops self and others</td>
<td>Essential</td>
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<td>Actively champions respect, inclusivity, equality and diversity</td>
<td>Essential</td>
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<td>Identifies and implements continuous improvement</td>
<td>Essential</td>
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