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**Job Description**

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| Job Title: | Digital Content Specialist |
| Faculty/Professional Directorate: | Marketing and Student Recruitment Services |
| Subject Group/Team | Marketing |
| Reporting to: | SEO Content Lead |
| Duration: | Continuing |
| Job Family: | Administration |
| Pay Band: | 6 |
| Benchmark Profile: | Administrator Band 6 |
| DBS Disclosure requirement: |  |
| Vacancy Reference: |  |

**Details Specific to the Post**

**Background and Context**

At the University of Hull, we’ve been challenging people to think differently for almost 100 years. At Hull you can expect academic excellence, state of the art facilities and the chance to play your part tackling the big issues facing humanity. We are research leaders in clean energy, flood resilience, cancer and wound care and the fight against modern slavery. We change the world for the better.

We believe in a hands-on and personalised approach to learning, where everyone is empowered to develop the competencies, skills and knowledge they need to grow and flourish. We are proud to be part of Hull; a city that epitomises northern warmth. Together we’re enabling people, organisations and businesses to thrive here, and around the world.

Working in collaboration with colleagues internally and externally, our passionate Marketing team (part of our Marketing and Student Services Directorate) strives to develop a data and insights-led approach to Marketing, driving performance across a range of audiences and channels, while reflecting our new identity and brand.

**The Role**

 As a Digital Content Specialist, you will support both the Content and Systems teams to make sure the website reflects the latest information, events, accessibility and SEO standards. You will support the wider Directorate with your CMS knowledge, quick changes, and management of wider software.

For more information about the University of Hull, please visit <https://www.hull.ac.uk/>

### **Specific Duties and Responsibilities of the post**

1. Responsible for managing and co-ordinating the University's web maintenance activity, using FreshDesk, Monday.com or similar ticketing systems. This will involve verbal and written communications with internal staff from all areas of the university.
2. Use your own expertise and initiative to resolve queries where possible without escalation, for example turning ticket updates/requests into copy that is ready to self-publish. This involves working together with the original request to find the right end-solution for their query.
3. Creating and publishing new pages, forms, events, webinars and more on the University website. This will be using tools like our CMS, Formstack, Gecko, Blackthorn, Gotowebinar, though this tech stack will develop over time.
4. Pulling on your experience using our CMS (Contensis) you will be responsible for delivering advice, guidance and formalised training on the University's content management system.
5. Perform technical SEO audits of websites to identify and address issues that may affect organic search performance, such as crawlability, indexation, site speed, mobile-friendliness, internationalisation and structured data mark-up. Some of these you will go on to resolve, some to be briefed into development and IT teams.
6. Assisting the Paid Media Team, Digital Analyst and Content Team with Google Analytics (GA4), Google Tag Manager and SEO tasks
7. Responsible for organising and managing files within the CMS
8. Responsible for organising and managing the Systems, Content and Paid Media team’s software subscriptions
9. Responsible for ensuring the University website complies with accessibility standards - WCAG 2.0

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**GENERIC JOB DESCRIPTION**

The job duties and responsibilities listed below are intended to describe the general nature of the role. The duties and responsibilities and the balance between the elements in the role may change or vary over time depending on the specific needs at a specific point in time or due to changing needs in the department. Candidates should note that there may not be an immediate requirement to carry out all the activities listed below.

### **Overall Purpose of the Role**

* The role holder:
  + Will have practical working knowledge of the systems, processes and procedures across a section or area of work
  + Will plan and prioritise own work and may be required to supervise the work of others and monitor progress within agreed objectives ensuring the effective use of resources
  + Will be expected to contribute to longer term developments within the department such as implementing improvements to working methods, policies and procedures
  + May have detailed knowledge of specialist systems and/or a broad understanding of a wide range of activities. This knowledge is gained by extensive practical experience and/or through formal instruction
* The work requires the use of initiative and judgement on how to address and resolve problems with minimal guidance and instructions from senior colleagues.

**Main Work Activities**

### **Communication**

* Provide advice and guidance to managers, staff, students and visitors
* Deliver established presentations to communicate information across Faculty/Dept/University
* Attend meetings to report on information/data
* Take notes and produce formal minutes at meetings when required
* Format and edit publications
* Draft and type formal documentation

### **Teamwork**

* May be required to supervise the work of others
* Provide advice and guidance to other members of the team

**Liaison and Networking**

* Represent the University at various events and working groups
* Co-ordinate with other Faculties/Departments to develop and maintain communication channels to enhance service provision and ensure best practice is followed

### **Service Delivery**

* Provide administrative support to colleagues including academic and administrative staff
* Provide administrative support to specific projects as required
* Manage small projects that contribute to improving service delivery
* Identify, develop and manage office systems to improve the efficiency and effectiveness of the Department
* Administer and monitor procedures to ensure effective delivery of the service

### **Planning and Organisation**

* Organise and represent the area and University at events
* Plan and monitor the work of others
* Co-ordinate departmental processes in conjunction with senior colleagues
* Expected to organise, prepare and service committees as appropriate
* Contribute to the longer term operational planning of the Faculty/Department

### **Analysis/Data Inputting**

* Record data and produce regular reports as required using Microsoft Office, other software and corporate systems
* Create spreadsheets to record relevant information
* Maintain, monitor and interpret information
* Provide and analyse statistical information to be included in relevant reports
* Use databases (internal/external) to support the work of the department
* Record data as required using Microsoft Office, other software and corporate systems
* Produce reports for routine analysis

### **Additionally the post holder will be required to:**

* Fulfil the employees’ duties described in the University’s health and safety policies and co-operate with the health and safety arrangements in place within the department. May be required to undertake specific health and safety roles on request e.g. Display screen equipment assessor, departmental safety officer, fire warden
* Show a commitment to diversity, equal opportunities and anti-discriminatory practices This includes undertaking mandatory equality and diversity training
* Comply with University regulations, policies and procedures

**COMPETENCY SPECIFICATION**

To fulfil your role, you will need certain knowledge, skills and competencies. The following competency specification provides a framework within which your performance will be assessed. The interview assessment may include, for example, testing on IT skills.

**The Competencies set out below are essential and are core requirements** needed to perform the role and any candidate who fails the requirement will not be taken forward for further assessment or to interview.

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| **Competency** | **Identified by** | |
| **Knowledge and Experience** |  | |
| Evidence of substantial experience in an office environment covering a broad range of administrative tasks. | **Application/Interview** | |
| Can demonstrate the ability to use a broad range of products from the Microsoft Office suite and have the ability to learn new systems and software. | **Application/Interview** | |
| Has an HND in relevant area or equivalent qualification and/or experience. | **Application/Interview** | |
| Has an active approach to continuing professional development/undertaking training as appropriate for personal and professional development. | **Application/Interview** | |
| **Communication (Oral and Written)**  Can demonstrate the ability to provide information in a suitable format so that the others’ needs are met and adjusts the level of content to help others understand. | | **Application/Interview** |
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| **Teamwork and Motivation**  Can demonstrate the ability to delegate work to others and/or help to build co-operation to deliver team results. | | **Application/Interview** |
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| **Liaison and Networking**  Can demonstrate the ability to make contact with others to ensure that information is exchanged and circulated appropriately to the right person at the right time. | | **Application/Interview** |
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| **Service Delivery**  Can demonstrate the ability to seek ways to improve and adjust current levels of service. Deals with complaints and initiates contact with customers to obtain their reactions and views about the service and future needs. | | **Application/Interview** |
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| **Planning and Organisation**  Can demonstrate the ability to ensure that the work is carried out effectively and that resources are available to meet demand. Identifies the need for further action and resources by monitoring progress. | | **Application/Interview** |
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| **Initiative and Problem Solving**  Can demonstrate the ability to use initiative to recognise problems and offer solutions. | | **Application/Interview** |
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| **Analysis/Reporting** Can demonstrate the ability to identify and use a range of data, with the ability to combine various data types to produce reports and perform basic analysis. | | **Application/Interview** |
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