

## Job Description

General Details	
Job title:	UX and Content Designer (MC18/04)
School/Service:	Marketing & Communications
Normal Workbase:	Stoke Campus
Tenure:	Fixed Term for 2 years
Hours/FTE:	37 hours/1.0fte per week
Grade/Salary:	Grade 6
Date Prepared:	March 2019

Job Purpose
Analyse, gather, create and reshape website content in a strategic and user-centred way to ensure that content meets user requirements as well as recruitment and reputation objectives.

Relationships
Reporting to: Web Manager
Responsible for: N/A

Main Activities
<ul style="list-style-type: none"> <li>Engage with the Marketing team and wider University teams to discuss and define the objectives and requirements of web content.</li> <li>Gather analytical information including user behaviour, journey paths, conversion activity, content objectives and content performance to inform information architecture and content design.</li> <li>Work with outcomes from user research, usability testing, A/B testing and multi-variant testing to improve content design and user experience.</li> <li>Review and adapt web content, content plans and content journeys – assessing them from a user experience point of view. Negotiate amends where necessary and help build a better understanding of suitable web content with stakeholders.</li> <li>Design sustainable content architectures to meet user needs, provide clear and succinct on-brand content and avoid duplication.</li> <li>Create wireframes and design mock-ups for web pages including landing pages.</li> <li>Work with the Studio Design team to create new design components for the Web Team's pattern library.</li> </ul>

- Edit copy for a host of broad student audiences including Undergraduate, Postgraduate, Apprenticeships and PhDs.
- Optimise web content using the Content Management System (Contensis).
- Ensure all content is accessible and consistent with University brand guidelines and values.
- To undertake any other reasonable duties as determined by the Head of Marketing

### Special Conditions

The role holder may be required to travel between sites on a rare occasion, which may be through the use of a car.

To be committed to working with the University to further improve the carbon footprint/environmental issues.

### Professional Development

The organisation is keen to support staff in achieving high standards and will expect continuous professional development to ensure up to date knowledge and technical skills in related areas.

### Variation to Job Description

The employer reserves the right to vary the duties and responsibilities of its employees within the general conditions of the Scheme of pay and conditions and employment related matters. Thus, it must be appreciated that the duties and responsibilities outlined above may be altered as the changing needs of the service may require.

### Conditions of Service

If you are successful in being appointed to a professional support role at Grades 1-6, you will be employed by Staffordshire University Services Limited (SUS Ltd).

Staffordshire University Services Limited is a wholly owned subsidiary company of Staffordshire University which provides professional support staff to undertake various roles and responsibilities associated with grades 1 to 6 on the Staffordshire University pay scale. You'll work alongside, and under the direction of colleagues, within the University's Schools and Services in the delivery of our University Plan and supporting KPIs. You will be subject to Staffordshire University's policies and procedures and will be eligible to participate in the Staffordshire University Pension Scheme.

### Application Procedure

We encourage you to apply on-line at our website <http://jobs.staffs.ac.uk> as the system is user friendly and simple to complete.

We would ask all applicants to ensure that they have provided comprehensive information under each criteria in the Supporting Statements section of the application form and, if necessary, add any relevant additional information in the Additional Information Section.