



## Job Description

<b>Job Title</b>	Web Manager
<b>School/Service/Institute</b>	Marketing, PR and Communications
<b>Normal Workbase</b>	Stoke
<b>Tenure</b>	Permanent
<b>Grade/Salary</b>	Grade 7
<b>FTE/Hours</b>	1.0 FTE

### Job Purpose

- To act as day-to-day contact for and guardian of the University's websites, ensuring compliance with governance frameworks and working with colleagues to ensure relevant legal and quality expectations are met.
- To deliver a continual improvement strategy on this key external communication and sales channel for the University.
- Championing best practice and improved usability to deliver improved conversion of website visitors.

### Relationships

Reporting to:	Head of Digital Engagement
Responsible for:	Web Officer Developer UX and Content Designer Digital Projects Officer

### Main Activities

- To be responsible for the production and implementation of the University's web development and delivery plan – including [staffs.ac.uk](http://staffs.ac.uk) and [staffslondon.ac.uk](http://staffslondon.ac.uk).
- To manage the development using the Contensis CMS and UI pattern library, to ensure that it meets the needs of the University and its users in terms of functionality, usability and scalability.
- To oversee the management of the University web governance policy: working with colleagues across the University to comply with web policy and quality measures.
- To liaise with colleagues on website requirements, and ensure that they are user

focused. Write clear requirements for development, including prototypes and mock-ups where required, and prioritise these developments in line with institutional objectives.

- To ensure that University visual identity guidelines are maintained and the University's online presence is accurate, accessible and interactive and reflects the excellence and diversity of the University and within all legal framework including data protection, accessibility, CMA compliance and copyright.
- To manage the template, governance and data import for the course pages for all student recruitment channels, ensuring accuracy and consistency, and to be the Marketing and Recruitment lead / representative on all course publication technology, management and processes.
- To create and oversee the procedures and processes for the delivery of course content publication on related/third party affiliate sites, especially UCAS. Working closely with Admissions and Marketing to deliver.
- To oversee the Web Team's support request and task management systems – managing priorities and service level agreements.
- To create and deliver an annual calendar of website management and updates for the University to ensure accurate and timely delivery of refreshed content. To include the design and formulate a rolling review of compliance audits and reports for the website(s) against legal, sector and internal requirements.
- To maintain regular communication regarding web management and strategies with relevant committees and staff at all levels of the organisation.
- To work closely with Digital Services to ensure that any issues are reported and resolved in a timely manner relating to the CMS, web infrastructure and data imports.
- To oversee the delivery of any web-related projects on the main website or microsites – e.g. [virtualltour.staffs.ac.uk](http://virtualltour.staffs.ac.uk) and [blogs.staffs.ac.uk](http://blogs.staffs.ac.uk).
- Working with external suppliers directly or indirectly (via Digital Services or other Marketing Teams)
- To write and maintain guidance and training materials to CMS users within the institution on best practice, and publish updates on key projects to the University intranet.
- To undertake any other reasonable duties as determined by the Director of Marketing, PR and Communications
- To undertake appropriate professional development and mandatory training activities as identified or required (See Professional Development section).
- The role holder is required to minimise environmental impact in the performance of their role and to actively contribute to the delivery of the University's Environmental Sustainability Policy

### **Special Conditions**

The postholder will be required to travel and represent the University in the UK and Overseas as required.

### **Professional Development**

The University will support and encourage the postholder to engage in continuous professional development activities through the YOURCareer@Staffs framework. This framework supports postholders to identify appropriate development opportunities. Continuing Professional Development (CPD) activity will be recognised by a bi-annual Performance and Development Review (PDR) discussion.

### **Variation to Job Description**

The University 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**

The postholder will be employed by Staffordshire University Services Limited. Staffordshire University Services Limited is a wholly owned subsidiary company of Staffordshire University which recruits and provides both academic and professional support staff to the University. 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 applicants to apply on-line at our website <http://jobs.staffs.ac.uk> as the system is user friendly and simple to complete.

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

The University will use anonymous application forms for this role; however, we recognise that applicants may want to include additional information. If you choose to upload any supporting documents that contain identifiable data, your application will no longer be considered anonymous.