Role Descriptor

Role Title:	Web and Digital Engagement Manager (MBV24-021)
School/Service:	Marketing, Brand and Voice
Normal Workbase:	Your normal place of work is the Stoke Campus, but you will be required to work or be based at any premises the University occupies or any other reasonable location where the University is undertaking its business.
Grade:	8
Role Family:	Technical Expert
Reporting To:	Head of Marketing Services
Responsible For:	Web Design and User Experience Officer Web Officer Web Developer

Summary of the Role

This role manages the web team to plan and execute web and digital solution projects with a user-centred approach, ensuring alignment with accessibility and brand guidelines. Responsibilities include overseeing web content management to ensure regulatory compliance (CMA, DP, GDPR), user-journey alignment, SEO optimization, and CMS relationship delivery. The role involves setting priorities for the web project roadmap, managing digital solution providers, and overseeing the CMS and UI pattern library design. Key tasks include daily management of the University website, coordination with developers and content creators, monitoring website performance, and collaborating with UX/UI designers to enhance user experience while maintaining visual identity guidelines.

Key Accountabilities

1. Managing the design evolution of the CMS and UI pattern library, to manage web governance, compliance and data imports, ensuring accuracy and consistency and implementing a rolling review of compliance audits and reports for websites and other platforms a

2. Overseeing the Web Team's support request and task management systems and ensuring that web content is presented within all legal frameworks including data protection, accessibility, CMA and GDPR compliance, identifying and addressing any breaches in liaison with Legal.

3. Leading and overseeing the daily management, maintenance, and updating of the University website, ensuring it is user-friendly, up-to-date, and functioning optimally. Coordinate with developers, designers, and content creators to resolve any technical issues an

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4. Monitoring website performance using tools like Google Analytics, providing regular reports on key metrics such as traffic, user behaviour, and conversion rates. Use data-driven insights to recommend and implement improvements.

5. Collaborating with UX/UI designers to ensure the website provides a seamless and intuitive user experience. Conduct regular usability testing and make adjustments to improve navigation, accessibility, and overall user satisfaction.

6. Ensuring that university visual identity guidelines are maintained, and the University's online presence is accurate, accessible and interactive to maximize brand voice.

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Role Dimensions

Qualifications

To be successful in this role you will need to hold the following qualification requirements:

- Educated to degree level or in possession of an equivalent professional qualification or relevant experience

Experience and Knowledge Requirements

To be successful in this role you will need to demonstrate:

- Experience working with stakeholders to gather requirements and understand user needs
- Experience creating user-centred information architectures
- Experience gathering, editing and designing web content
- Experience creating wireframes for web layouts
- Experience using a web Content Management System
- A good understanding of user-centred design
- An understanding of what makes successful web content
- An understanding of HTML and CSS
- Proficient use of digital design software packages such as Adobe Creative Suite

Core Competencies

As a University we have aligned success, in all roles, to the demonstration of all ten Behavioural Competencies that bring our Values to life. Demonstrating these Behaviours is a critical part of a successful career at the University of Staffordshire. Whilst you are expected to demonstrate all ten behaviours, five core behaviours have been identified as essential for success in the Technical Expert role family as follows:

Self-Aware and Never Stops Learning

Invests time in their own development - seeks feedback and works to role model the University values. Holds their hands up to mistakes and learns from them. Is genuine and straightforward in their dealings with others. Demonstrates tact and diplomacy in difficult situations, reflecting on the learning in every situation, good and bad.

Service Excellence

Understands their internal and external customers and their wants and needs. Works consistently to deliver a service that exceeds customer expectations. Takes pride in delivering service excellence.

Personal Credibility

Takes pride in doing a great job. Demonstrates energy and commitment in all aspects of the role. Focuses on the things that make the biggest difference to the University, the team and the department.

Leadership

Demonstrates leadership of self or self and others if in a management role. Takes responsibility for own actions and where in a manager/leader role, the actions of their team. Demonstrates the University values consistently in the way they work. Inspires others by their actions.

Digital

Demonstrates a positive approach to working with University systems, software and technology. In an ever-changing environment seeks out opportunities to embrace change using digital skills, software, and technology to improve processes and drive behavioral and organisational change.

University Responsibilities

The weekly hours and days of work are outlined in the contract of employment. However, the nature of university business may require the post-holder to occasionally work outside core hours at evenings and weekends to ensure continued delivery of an excellent student and customer experience.

All staff are responsible for looking after their own health, safety and wellbeing and that of others who may be affected by their acts or omissions.

All staff are 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.

Variation to Role Descriptor

The role descriptor summarises the main duties and accountabilities of the post and is not comprehensive: the post-holder may be required to undertake other duties of similar level and responsibility. The University reserves the right to vary the duties and responsibilities set out within this role descriptor.

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