**JOB DESCRIPTION**                              **Ref: 50036700**

This job description does not form part of the employee's contract of employment but is provided for guidance. The precise duties and responsibilities of any job may be expected to change over time. Job holders should be consulted over any proposed changes to this job description before implementation.


**Title:**          Digital Content Producer

**Reports to:**     Agile Team Lead

**Department:**     Digital Communications & Publishing – Communications, Recruitment and External Affairs

**Grade:**          NG4

**Role Purpose:** Maintain and develop the University's digital content, working with content owners across the organisation to ensure that content is user-centred, logically organised and optimised to deliver conversions and a high quality user experience.

**Principal Accountabilities**

1. To produce digital content for a variety of channels that is fit for purpose, ensuring all online content conforms to agreed standards of plain English, house style and general principles of online writing best practice.

2. To work with content owners in the maintenance and development of web-optimised content, identifying duplication and resolving information architecture issues as appropriate.

3. To assist in usability testing and suggest improvements to content, structure and navigation, as well as maintaining best practice in user experience design.

4. To assist in the production of visual content (eg images and video), design elements and interface designs for various platforms, coordinating the use of design-based assets.

5. To monitor website analytics, and provide standard and custom reports and analysis on content performance.

6. To produce guidelines and best practice documentation as required.

7. To keep up to date with the latest web development standards, and assist on cross-departmental projects for the University's online and digital offerings.

8. To undertake any other duties within their competence as required by the Agile Team Lead.

**Context:**

The Digital Content Producer is one of a team of content producers working in the Digital Communications & Publishing unit of the University.

The remit of the Digital Content Producer is to create and manage distinct areas of content, enhancing the University's online presence and responding to the needs of content owners at the University.

**Dimensions**

The post holder will report to the Agile Team Lead and work closely with other members of the digital content team, as well as Marketing Managers, faculty staff, and other colleagues inside and outside the department.

There is no line management or budget responsibility with this post.

PREPARED BY…Kiriaki Bjork          DATE…23/01/2017

## PERSON SPECIFICATION

### Qualifications

Essential

- Degree in relevant area of expertise or equivalent practical experience.

Desirable

- Recognised vocational qualification in relevant area of expertise such as Postgraduate Certificate or Diploma in web production.

### Training and Experience

Essential

- Working as a Junior Content Producer/Web Editor or similar role.
- Skilled at writing, editing and publishing web-ready content.
- Proven experience in producing content for the web.
- Experience of using Google Analytics (or similar analytics tools) and producing reports and analyses.
- Have an understanding of the wider principles of digital content and engagement.

Desirable

- Proven experience in usability testing.
- Previous experience of working in Drupal or other content management system.
- Experience of working in a large, complex organisation.

### Attributes and abilities

Essential

- Proactive and able to work autonomously, communicating actions and activities with colleagues.
- Able to communicate proactively and professionally with stakeholders across the University.
- Good problem-solving skills and ability to use own initiative.

### Personal attributes

Essential

- Has a team player approach and is effective at managing own workload.
- Ability to work to tight deadlines and multiple priorities.

**Closing date:** Monday 21 August

**Interviews will be held:** week commencing 29 August

**Administrative contact: (for queries only):** [recruitment@westminster.ac.uk](mailto:recruitment@westminster.ac.uk)

**Candidates should apply via our website:** [http://www.westminster.ac.uk/about-us/careers-westminster/vacancies](http://www.westminster.ac.uk/about-us/careers-westminster/vacancies)

**Please note that CVs in isolation, or incomplete application forms, will not be accepted.**

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