

LONDON BOROUGH OF LEWISHAM

JOB DESCRIPTION

Designation: Web Content Officer

Grade: PO2

Reports to Digital Communications Manager

Grade: PO7 (Designation):

Directorate: Chief Executives

Section: Communications

Main Purpose of the job:

To support the communications team in overseeing content on the Council's digital platforms, including its website, social media and intranet. To do this, the role will support colleagues across the organisation by monitoring a service desk for web update requests. Making sure content standards are followed and helping to ensure content is up to date, consistent and meets expected standards. The role will be responsible for ensuring content on the website and intranet meet current accessibility standards and can be easily accessed and understood by our residents and staff. This role works closely with colleagues in the Communications and IT teams.

Reporting to the Digital Communications Manager, you will:

- Work alongside the Digital Content Editor to advise on all matters relating to content on the website, intranet and other online channels and communications.
- Be responsible for editing and curating content on the Council's website and intranet.
- Support the wider communications team with content for the Council's Social Media presence.
- Help manage a service desk for incoming requests from stakeholders, residents and staff
- Identify and refer technical issues to relevant teams within the Council
- Ensure content standards are maintained with particular emphasis on accessibility, security and risk exposure
- Enforce content standards, guidance and style and brand guidelines for the organisation
- To support new and improved digital services, collaborating with the multi-disciplinary software development team
- To articulate the value of content design, coaching colleagues across the organisation to understand the connection between excellent content and excellent services
- To have a detailed, up to date understanding and practical knowledge of the digital communications landscape and identify the best ways to reach different audiences
- To ensure all digital communications activities comply with GDPR, the Code of recommended practice on local authority publicity and any other relevant legislation or guidance

As a Web Content Officer you will:

Work alongside the Digital Content Editor and Digital Communications Manager to plan content work, maintain content across the Council's Digital Channels and help manage a service desk of incoming enquiries.

Monitor usage and performance of the website and intranet against targets and document and take pro-active corrective action following exceptions to ensure targets are met

Ensure electronic metadata and other information standards are observed in the Council's electronic communications.

Act as the knowledge base for website applications such as the Microsoft Content Management System (CMS) and all channel maintenance and reporting tools in use.

Work with third-party suppliers and Shared Services to help ensure smooth day-to-day running of the website.

Be responsible for assisting, training and supporting colleagues on web-related subjects and systems.

Maintain and develop the Look and Feel of all online channels in accordance with corporate style guidelines and best practice.

Respond to customer web content enquiries and complaints and support colleagues in other teams dealing with feedback on website and online transactions.

Contribute to digital content projects as directed by the Digital Communications Manager.

Provide input into business cases, reporting documentation and project planning and risks and issues definition documentation as required.

Be responsible for developing influential relationships across the Council to support the online channels.

Provide advice and support for stakeholders as directed by the Digital Communications Manager on the suitability of online channels in relation to their operational requirements.

Ensure issues regarding the delivery and quality of the online channels and their content are addressed in a timely manner.

Ensure the Council's digital communications are delivered with a commitment to equality of opportunity in both service provision and employment and ensure that policies valuing diversity are actively promoted, implemented and developed.

Take responsibility for own personal and professional development ensuring that technical knowledge and skills are current and meet the demands of the post.

Comply with our legal responsibilities under the General Data Protection Regulation (GDPR), Freedom of Information Act, Environmental Information Regulations and the Privacy and Electronic Regulations and Information Security Standards.

Assist in carrying out the Council's environmental policy within the day to day activities of the post

Internal contacts:

Members, Executive Directors, Directors, Service Group Managers, Communications team, ICT team, content editors across the organization, Customer Services team and other staff across the Council as appropriate

External contacts:

3rd party suppliers currently working with Lewisham, other IT suppliers, Government departments, other Public Sector organisations. Residents and key local stakeholders.

PERSON SPECIFICATION

JOB TITLE: Web Content Officer

POST NO:

DIRECTORATE: Communications

GRADE: PO2

Note to Candidates

The Person Specification is a picture of the skills, knowledge and experience needed to carry out the job. It has been used to draw up the advert and will also be used in the shortlisting and interview process for this post.

Those categories marked 'S' will be used especially for the purpose of shortlisting.

If you are a disabled person, but are unable to meet some of the job requirements specifically because of your disability, please address this in your application. If you meet all the other criteria you will be shortlisted and we will explore jointly with you if there are ways in which the job can be changed to enable you to meet the requirements.

NOTICE FOR THE MANAGER

You do not have to use all of the categories; they are included to provide guidance to you. However, it should be noted that under normal circumstances. It is usually only knowledge, experience and an awareness of Equal Opportunities issues which can be measured from the Application Form.

CATEGORY	ESSENTIAL REQUIREMENTS 'S'
<u>Equal Opportunities</u> To demonstrate commitment to the principles of equality and diversity in employment and service delivery.	S

<p><u>Knowledge and Experience</u></p> <p>Strong knowledge of the technology platforms necessary to support the Council's online channels</p> <p>Strong knowledge of web analytics concepts and software and their operational use</p> <p>Extensive knowledge of best practice in online communications including usability and accessibility.</p> <p>A working knowledge of Windows technologies such as HTML, CSS, XML, CMS and web development tools and SharePoint.</p> <p>Excellent understanding and experience of the configuration and management of online channels to agreed business and technical specifications</p> <p>Experience of submitting tickets for development using 3rd party IT and service suppliers</p> <p>Understanding and experience of working within a Local Authority or commercial environment.</p> <p>Demonstrable understanding of the role and significance of digital communications in the wider business operations</p> <p>Excellent experience of stakeholder management</p>	<p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p>
<p>Experience of working on concurrent projects and the ability to prioritise work in line with delivery and business priorities</p> <p>Experience of networking/forming and sustaining relationships across the organisation and with external partners</p> <p>Strong understanding of technology requirements and good awareness of key trends and developments in the Internet industry and potential commercial and operational implications</p> <p>Demonstrable experience of optimizing User Experience in online channels</p> <p>A general understanding of good practice in relation to digital communications and potential implications in legal compliance and data protection.</p>	<p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p>
<p><u>Qualifications</u></p> <p>Educated to degree level or equivalent, with evidence of continuous professional</p>	

<p><u>Skills and Abilities</u></p> <p>Ability to communicate and generate understanding on technical issues for nontechnical stakeholders</p> <p>Ability to translate non-technical requirements into online solutions</p> <p>Able to think, plan and act strategically and develop creative and innovative online solutions to complex issues.</p> <p>Able to establish positive relationships with Council colleagues that generate mutual confidence and respect.</p> <p>Ability to develop influential relationships with internal and external customers and partners at a senior level</p> <p>Able to assess and evaluate risk and manage work schedules accordingly and to escalate where necessary</p> <p>Able to plan and schedule work to support wider project plans</p> <p>Highly developed and effective communication skills – oral, written and presentational.</p>	
<p><u>Circumstances</u></p> <p>Able to attend meetings in the evening and, on occasions, work outside and beyond the normal office hours to ensure deadlines and business objectives are achieved</p>	
<p><u>Physical</u> If you are a disabled person, but are unable to meet some of the job requirements specifically because of your disability, please address this in your application. If you meet all the other criteria you will be shortlisted and we will explore jointly with you if there are ways in which the job can be changed to enable you to meet requirements.</p>	