

**Role description and person specification**

**Professional and administrative staff**

**Role title: Web editor 1FTE**

**Service: Marketing and communications**

**Pay band:**

**Reports to: Digital and content manager**

**Purpose of role:**

To ensure that Ravensbourne has a web presence that reflects its brand, drawing together its wide community of students, academic and professional staff, alumni, and industry networks, marketing its educational offer, and providing rolling information and news on Ravensbourne's activities and achievements

**Role responsibilities:**

<ul style="list-style-type: none"><li>● Planning</li><li>● Verbal communication</li><li>● Written communication</li><li>● Process improvement</li><li>● Analysing information</li></ul>	<ul style="list-style-type: none"><li>● Reporting skills</li><li>● Problem solving</li><li>● Technical knowledge</li><li>● Adobe suite</li><li>● Content development</li></ul>
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Maintain and develop the overall integrity of Ravensbourne University London's web presence ensuring legality, consistency of the brand, style, and tone across all content

To work closely with others throughout the institution to ensure that a consistent approach is taken to harmonising its web presence

Develop and manage the usability and effectiveness of Ravensbourne University London's website (internet and intranet), ensuring it meets accessibility guidelines and can be effectively accessed by a range of users using a range of browsers

Prepare and publish content for online consumption, copywriting, sub-editing and proof-reading

**Provide online status reports by collecting, analysing, and summarising data and trends. Reporting - Must have experience with Google Analytics web**

<b>reporting; generating and analysing reports and making well-informed decisions on those</b>
Liaise with the selected external web design consultants and with IT to troubleshoot and problem solve technical issues
Advise and train staff on how to prepare and use Ravensbourne University London's CMS platforms (Drupal, Umbraco, Sharepoint) and CRM system Radius
Demonstrate an understanding of Ravensbourne University London's values, culture and educational ethos and promote these through everyday practice in the role
Work within Ravensbourne University London's Code of Conduct and other Rules
Comply with all legislative, regulatory and policy requirements (e.g. Finance, HR) as appropriate
Carry out the policies, procedures and practices of Health & Safety in all aspects of the role
Demonstrate value and importance of equality and diversity in every aspect of Ravensbourne University London's work, and show commitment through everyday practice in the role
Work in accordance with, and promote Ravensbourne University London's environmental sustainability policy and practices
Work continuously to improve individual knowledge, skills and behaviours for the current role and for the longer-term, gaining appropriate professional qualifications/accreditation and maintaining membership of appropriate professional bodies as appropriate
Make full use of all information and communication technologies to meet the requirements of the role and to promote organisational effectiveness
Perform such other duties consistent with the role as may from time to time be assigned, collaborating fully with others to get the work done and Ravensbourne University London's objectives achieved






**Key working relationships (i.e. titles of roles, both internally and externally, with which this role holder interacts on a regular basis):**

Head of marketing and communications

Digital and content manager

Communications and media manager

<p><b>Resources managed</b></p> <p><b>Budgets: N/A</b></p> <p><b>Staff: N/A</b></p> <p><b>Other ( e.g. equipment; space): N/A</b></p>		
<p><b>Person specification (Knowledge, skills and behaviours)</b></p>	<p><b>Essential</b></p>	<p><b>Desirable</b></p>
<p><b><u>Core personal skills</u></b></p> <p><b>Minimum qualification required:</b> Degree or equivalent professional qualification in marketing and communications, journalism or other relevant subject area</p> <p><b>Customer focus and service:</b> Understand the relationship between provider and customer, and the expectations of the recipient of a service. Is able to identify all such relationships in which they are involved, and with an attitude of mind that places the needs of the customer first, provides a service that fully satisfies them.</p> <p><b>Enterprise and support for Income generation</b> Understands the critical importance of income generation, in particular from student recruitment, and is alert to the opportunities for increasing income from existing or new sources, taking action as necessary.</p> <p><b>Team working</b> Works collaboratively and harmoniously within the team, and at all levels of university to get the job done, to the satisfaction of all those involved.</p> <p><b>Communicating and relating to others</b> Communicates clearly orally and in writing, and in</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	

<p>relating to others builds and maintains effective relationships openly and honestly, using every medium appropriately and with consideration for the audience, so that the messages (both ways) are understood and able to be acted upon.</p>		
<p><b>Organising work</b> Organises work for optimum effectiveness, using all the resources, tools and methods available, so that the objectives of the role, team and organisation are met.</p>		
<p><b>Using IT</b> Makes optimum use of appropriate digital technology and IT systems in all aspects of the role, particularly the ability to operate in a web platform using a Content Management System. Understands and able to use web analytics, search engine optimisation and basic security precautions. Able to deal with third party web design and development companies</p>		
<p><b>Problem solving and decision making</b> Anticipates problems or issues and deals with them creatively and constructively, reaching a rational decision for dealing with the problem or issue; one that is capable of practical implementation</p>		
<p><b>Future focussed and change-ready</b> Understands their current position in the broader environmental context and is receptive to, and open minded about, change, enabling them to respond positively and creatively to changing circumstances and requirements.</p>		
<p><b>Numeracy and statistics</b> Understands, uses and presents numerical information clearly and</p>		

accurately, according to the requirements of the task in hand.



**Professional and administrative knowledge and know-how**

**Service knowledge and its application** Maintains, develops and applies comprehensive knowledge of all aspects of the service in ways that are proportional to Ravensbourne's nature, scale and complexity, and keeps that knowledge and its application up to date and relevant



**Professional context** Develops and maintains an understanding of how developments in the professional, legal, regulatory and educational contexts impact upon own role specifically, and Ravensbourne more generally



**Professional and administrative service delivery, systems and processes**

**Delivering the service** Delivers the service, or that part of it as specified in the role description, to the standards required, and contributes to its continuous improvement.