

**Description and Person Specification**  
**Professional Services Staff**

**Job title:** Web Editor

**Department:** Student Recruitment Marketing

**Pay Band:** C

**Line Manager:** Marketing Campaigns Manager

**Role Purpose:**

The Web Editor is responsible for ensuring that Ravensbourne University London's web presence reflects our brand and key messaging, and the University website meets the needs of a wide stakeholder audience including students, academic and professional staff, alumni, and industry networks.

Under direction of the Marketing Campaigns Manager, this role has oversight of the development, management, and maintenance of the University's website, as well as implementation of the best practice to ensure the website is user-friendly, accessible and engaging.

A key part of the Student Recruitment Marketing team, the Web Editor will be self-driven, motivated, with a can-do attitude. The post holder will closely collaborate with internal departments and external developers to ensure all web content is current throughout the academic cycle. Due to the busy nature of the role, it is essential that the post holder can prioritise their own workload and possesses excellent time-management skills.

**Duties and Responsibilities:**

- Maintain and develop Ravensbourne University London's web presence ensuring legality, accuracy, consistency of the brand, style, and tone across all content.
- Develop and implement processes to improve efficiency when updating content.
- To be the main point of contact for website queries across the University.
- Work closely with colleagues across the University to ensure that a consistent approach is taken to harmonising and safeguarding the university's web presence.

- Implement best practice for UI and UX design and improve user journeys for all audiences and information architecture across the CMS.
- Prepare and publish content for online consumption, whilst also overseeing copywriting and sub-editing requirement, as well as proof-reading for quality control.
- With guidance from Marketing Campaigns Manager, coordinate the relationships with external agencies and ensure best value for money from the contract and any development work sourced outside of the contract.
- Coordinate the relationship with our web design consultants, oversee support tickets and communication between colleagues and the external developers.
- Support on development and implementation of an effective SEO strategy, to support the University's wider marketing initiatives.
- Report on website performance, using platforms such as Google Analytics to make data-led decisions to improve user experience and conversion rates.
- Plan, organise and deliver training on how to prepare and use Ravensbourne University London's CMS platform for all staff across the university, as well as providing ad hoc support.
- Liaise with the university's IT team to troubleshoot and problem solve technical issues.
- Project manage large briefs including major content uploads and audit activities, by co-ordinating stakeholders, agreeing deadlines, and assuring quality of output of content on the website.
- Act as an ambassador during Open Days and other key student recruitment events on behalf of the University, both within the UK and overseas when required.

#### Other

- Demonstrate understanding of Ravensbourne's values, culture and educational ethos and promote these through everyday practice in the role.
- Work within Ravensbourne's Code of Conduct and other Rules.
- Comply with all legislative, regulatory and policy requirements (e.g. Finance, People & Culture) 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's work and show commitment through everyday practice in the role.
- Work in accordance with and promote Ravensbourne'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 other such duties consistent with the role as may from time to time be assigned, collaborating fully with others to get the work done and Ravensbourne’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):**

- Web agency
- Copywriter
- Student Recruitment Marketing team
- Communications and Content team
- Admissions team
- Marketing team
- CMS users

**Resources Managed**

- Budgets: N/A
- Staff: N/A
- Other:
  - External web agency
  - Website

<b>Knowledge and Experience</b>	<b>Essential</b>	<b>Desirable</b>
<b>Education</b> <ul style="list-style-type: none"> <li>• Degree or equivalent professional experience in marketing and communications, journalism or other relevant subject area.</li> </ul>		✓
<b>Professional qualifications/experience</b> <ul style="list-style-type: none"> <li>• Experience in web editing, content management, or a similar role</li> <li>• Proven track record in producing and managing web content.</li> </ul>	✓ ✓	
<b>Higher Education knowledge</b> <ul style="list-style-type: none"> <li>• Understanding legal requirements, recruitment cycle and key audiences in a UK Further and Higher Education setting.</li> </ul>		✓

<b>Project management</b> <ul style="list-style-type: none"> <li>Proven ability to manage multiple projects, meet deadlines, and work with multiple stakeholders.</li> </ul>	✓	
<b>Technical skills</b> <ul style="list-style-type: none"> <li>Experience with CMS platforms (e.g., WordPress, Drupal), knowledge of SEO best practices and web analytics tools and familiarity with UX/UI design principles.</li> </ul>	✓	
<b>Web accessibility</b> <ul style="list-style-type: none"> <li>Understanding of web accessibility standards (e.g., WCAG) and experience implementing accessible web designs.</li> </ul>	✓	

<b>Core Personal skills abilities and behaviours</b>	<b>Essential</b>	<b>Desirable</b>
<b>Management and leadership</b> <ul style="list-style-type: none"> <li>Ability to communicate project requirements clearly, manage expectations and develop and implementing processes to improve the quality and efficiency of content updates on the CMS.</li> </ul>		✓
<b>Equality, Diversity &amp; Inclusion</b> <ul style="list-style-type: none"> <li>Commitment to working inclusively and valuing all staff and students.</li> </ul>	✓	
<b>Communication</b> <ul style="list-style-type: none"> <li>Communicates clearly orally and in writing, and in relating to others builds and maintains effective relationships openly and honestly and the ability to collaborate with various stakeholders and convey technical information to non-technical audiences.</li> </ul>	✓	
<b>Team working</b> <ul style="list-style-type: none"> <li>The ability to work collaboratively and harmoniously within the team and stakeholders, as well as coordinate cross-departmental efforts.</li> </ul>	✓	

<p><b>Working independently</b></p> <ul style="list-style-type: none"> <li>• Ability to use initiative and make decisions within the aspects of the role whilst being able to recognize when and communicate solutions effectively to the relevant people as and when needed.</li> </ul>	✓	
<p><b>Problem solving and decision making</b></p> <ul style="list-style-type: none"> <li>• Strong analytical approach to problem solving and ability to troubleshoot website issues and provide effective solutions.</li> </ul>	✓	
<p><b>Customer Focus and Service</b></p> <ul style="list-style-type: none"> <li>• Commitment to excellent, professional, positive and responsive customer service, proactively identifying opportunities to enhance the student experience.</li> </ul>	✓	
<p><b>Organisational Skills</b></p> <ul style="list-style-type: none"> <li>• Ability to manage a busy workload and multiple competing deadlines, prioritising effectively, and taking decisive action to ensure deadlines are met and work is completed to a high standard.</li> </ul>	✓	
<p><b>Numeracy and statistics</b></p> <ul style="list-style-type: none"> <li>• Understands, uses and presents numerical information clearly and accurately, according to the requirements of the task in hand. Has and understanding of measuring qualitative and quantitative data.</li> </ul>	✓	
<p><b>IT Skills</b></p> <ul style="list-style-type: none"> <li>• Ability to quickly learn and adapt to new technologies and platforms, enhancing productivity and streamlining processes.</li> <li>• Makes optimum use of appropriate digital technology and IT systems in all aspects of the role.</li> </ul>	✓	
<p><b>Organisational Values</b> Alignment with and commitment to the institution's core values and mission:</p> <ul style="list-style-type: none"> <li>• Connection</li> <li>• Dynamism</li> <li>• Inclusion</li> <li>• Professionalism</li> </ul>	✓	

## Our Values

**Connection:** We value what happens together and we collaborate to achieve our collective goals.

**Dynamism:** We embrace every opportunity to adapt and optimise.

**Inclusion:** We celebrate our diversity, and we embrace difference as a source of strength.

**Professionalism:** We aim for quality in everything we do and take pride in our work.

