

RECRUITMENT PACK

This document includes the following information:

- Job Description
 - Person Specification
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Making an application:

When completing the on-line application form you will be asked to answer questions to help you demonstrate how you meet the requirements of the post. Your answers will be used at the shortlisting and interview stages of the recruitment process. We therefore recommend that you take a copy of this recruitment pack to help with your preparation.

NOTE: You don't have to answer the questions in one attempt, but can save your incomplete application and return to it at another time. You may want to draft your answers using Microsoft Word and then copy your text into the application form. Please be aware that formatting (e.g. underline, bold, bulleting) will be lost in this process. If you are using an Apple product you will need to use an alternative web browser to Safari such as Google Chrome.

- Links to Guidance Notes and Frequently Asked Questions can be found on the Search Results page. These pages will open in a new window.
- We recommend that you take a copy of this recruitment pack to help with your preparation.

A commitment to sustaining an inclusive and diverse community is one of the University's Core Values and we are keen to address any imbalances in our workforce.

The University of Essex is proud to be part of the Disability Confident scheme and is committed to supporting diversity and equality, representative of our inclusive community. As part of our commitment to this scheme any candidate who has a disability and meets all the essential criteria for the role will be offered an interview. We also work in partnership with national disability organisation [DisabledGo](#) who provide detailed online access guides to many of our campus buildings and facilities which you may find useful.

Please note: We are only accepting on-line applications for this post. However, if you have a disability that makes it difficult for you to provide us with information in this way, please contact the Resourcing Team (01206 873461/873521/874588) for help.

Closing Date: 25 March 2018

Interviews are planned for: 18 April 2018



JOB DESCRIPTION – Job ref REQ01187

Job Title and Grade:	Web and Digital Media Assistant, Grade 6
Contract:	Permanent, Full-time
Hours:	A notional minimum of 36 hours per week
Salary:	£25,728 - £28,936 per annum
Department/Section:	Communications and External Relations
Responsible to:	Director of Marketing and Student Recruitment
Reports on a day to day basis to:	Web Content Officer
Purpose of job:	To produce content for the University's digital communications channels with a focus on engaging key audiences and providing clear, consistent messages and calls to action. Working primarily on the University's corporate website to improve standards, structure and consistency, there will also be opportunities to contribute ideas and help shape the future direction of the website.

Duties of the Post:

The main duties of the post will include:

1. Develop digital content in alignment with the University's brand narrative and business objectives;
2. Write new web copy and edit, enhance and reformat legacy content to meet University house style and tone of voice guidelines, SEO and accessibility requirements and writing for the web best practices;
3. Actively contribute to website content to ensure video, audio and social media traffic is maximised at all times;
4. Assist in providing advice and guidance on maintenance and development of website sub-areas, developing an understanding of different audiences in order to inform content decisions;
5. Contribute to the development and delivery of web content training to devolved web authors and content creators;
6. Assist in monitoring the work of devolved web authors in order to maintain quality and standards;
7. Maintain good stakeholder relationships and assist with the delivery of activities designed to inform, engage and consult staff involved in web-based activities;
8. Use web analytics tools to inform content decisions and make recommendations to stakeholders;
9. Maintain up-to-date knowledge of developments in technology and changes to web standards and good practice;
10. Develop knowledge of annual University cycles and stay abreast of developments in higher education;
11. Assisting with the University's open days and during the confirmation and Clearing period in August;



12. Any other duties as may be assigned from time to time by the Executive Director of Communications and External Relations or their nominee.

These duties are a guide to the work that the post holder will initially be required to undertake. They may be changed from time to time to meet changing circumstances.

Terms of Appointment:

For a full description of the terms of appointment for this post please visit:

<http://www.essex.ac.uk/hr/current-staff/terms.aspx#>

February 2018

PERSON SPECIFICATION

JOB TITLE: Web and Digital Media Assistant

Qualifications /Training

	Essential	Desirable
▪ Degree or equivalent qualification	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Professional marketing qualification	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Experience/Knowledge

	Essential	Desirable
▪ Experience of writing and editing effective copy for the web, including knowledge of writing for the web best practice	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience of using web authoring tools and working within established page templates	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Understanding of the technical requirements and possibilities for web and rich media development	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Knowledge and experience of using HTML	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience of various aspects of marketing and communications, such as publications, advertising and online opportunities	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Understanding of the technical aspects of web authoring, including accessibility, usability and SEO	<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪ Understanding of website structures, planning and information architecture	<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪ Knowledge and experience of using Photoshop	<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪ Understanding of the needs of those working and studying in a higher education environment	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Skills/Abilities

	Essential	Desirable
▪ Excellent written English including copywriting, editing and proofreading skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ An eye for detail and consistency and the ability to produce high quality work within deadlines	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Excellent interpersonal and communication skills and the ability to work effectively within a team and in support of individuals with a wide range of skills and experience	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ A strong commitment to customer service	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Ability to work flexibly and adapt to changing priorities	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Ability to acquire technical knowledge in order to support web services	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Excellent ICT skills including MS Windows and Office applications	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Ability to produce graphics for the web	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Other

	Essential	Desirable
▪ Ability to meet the requirements of UK 'right to work' legislation*	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Willingness to do some work outside usual office hours (evening and weekend)	<input checked="" type="checkbox"/>	<input type="checkbox"/>



* The University has a responsibility under the Asylum, Immigration and Nationality Act 2006 to ensure that all employees are eligible to work in the UK. Prior to commencing employment, the successful candidate will be asked to provide documentary evidence to this effect. Please note that the University will not be able to issue a Tier 2 Certificate of Sponsorship for this post. For further information about UK immigration requirements please follow this link <https://www.gov.uk/government/organisations/uk-visas-and-immigration>

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ADDITIONAL INFORMATION

Communications and External Relations

You can find more information about the department at the following link: www.essex.ac.uk/cer

People Supporting Strategy

Please find a link to the People Supporting Strategy.

<https://www1.essex.ac.uk/restricted/staff/documents/strategy/people.pdf>

General information

Informal enquiries may be made to Ed Harris, Head of Web and Digital Media (e-mail: edward.harris@essex.ac.uk). However, all applications must be made online.

Benefits

Our staff and students are members of the University for life. We believe a person's potential is not simply defined by grades or backgrounds, but by willingness to question, to collaborate and to push at the edges of knowledge and their own potential.

As an employer we offer a range of benefits and a commitment to career development and equal opportunities in an environment that both reflects and creates a rich interaction of people, disciplines and ideas.

- Pension scheme
- Generous holiday entitlement
- Competitive salaries
- Training and development Family Friendly policies
- On campus childcare facilities, for more information visit www.wivenhoeParkDayNursery.co.uk
- Childcare vouchers
- Relocation package for qualifying staff
- Interest free season ticket loan
- Range of optional salary exchange tax benefits (pension, childcare and bicycle schemes)

This document is produced by:

Resourcing Team
Human Resources
University of Essex
Wivenhoe Park
Colchester CO4 3SQ
United Kingdom
Tel: +44 (0)1206 873521/874588/873461
Email: resourcing@essex.ac.uk

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