JOB DESCRIPTION

Job Title: Web Content Coordinator	**Band 4:** £19,611 - £21,813 *Opportunity to progress to £23,066*

Department: Communications and Participation

Reporting directly to: Digital Channels Manager

Supervisory responsibility for: N/A

Other Contacts **Internal:** Communications and Participation departmental colleagues; Academic and professional services staff throughout the University; Student Ambassadors; Students' Union **External:** External contacts at creative design, marketing and web development agencies; Prospective students and their families

Main Duties 1. To be part of the team that creates and reviews content for the core University website and other digital channels, including writing and editing copy where required. 2. To undertake evaluation and maintenance (including regular editing via the content management system) of the website www.worcester.ac.uk and other digital channels. 3. To apply up-to-date UX practices when creating web content. 4. To play a key role in an ongoing project to enhance search engine optimisation on the University's website. 5. To assist the Social Media Coordinator by creating content to support campaigns using Instagram, Facebook, Twitter and other channels. 6. To help establish and maintain a website appraisal and audit procedure which will periodically test existing websites against agreed standards in usability, accessibility, brand, SEO and content. The procedure will include a reporting mechanism which will help inform development. 7. To identify key deadlines and publication dates and update information and plans accordingly. This will require close team working to ensure consistency and attention to detail when checking work. 8. To ensure that web pages are up to date and those that receive low levels of unique visits per annum are checked for relevance and quality, and if not needed are removed. 9. To track the effectiveness of websites and other digital channels via Google Analytics and other monitoring tools. Including measuring the number of visitors who are driven to web pages via organic search, social media, paid search etc.

10. To collate web data and research to evidence efficacy of work and demonstrate return on investment, including competitor benchmarking, surveys, user testing and user experience focus groups.

11. To engage in digital administration, including the delivery of CMS training (including SEO and UX elements), project management and liaising with web editors across the University.

12. To support the wide range of activities undertaken within the Department in support of student recruitment, including advice and guidance, Higher Education Fairs, Open Days, Visit Days, business/community events and the production of marketing collateral.

*The above does not represent an exhaustive list of duties associated with this role.