

Job Description

Job title:	Web Content Officer
Grade:	D
Hours of work:	37
Responsible to:	Web Content Team Leader
Responsible for	
Direct reports:	0
Indirect reports:	0
Budget:	0

Purpose of Post:

- To review, revise as appropriate and upload web content to the HDC and other relevant websites.
- To ensure that HDC's web content is maintained in a manner to maximise the benefits to users, the Council and its customers.
- To provide administrative support to the Web Content Team.
- Triage Service Desk calls and assign as appropriate.

Key Deliverables:

To review, revise as appropriate and upload content to the HDC and other relevant websites, in line with user requirements defined by customers, project managers, or the Web Content Team Leaders.

- Advise services on whether or not content is suitable for the website and, if not, provide alternative solutions
- Provide advice on the technical functionality of the website
- Build content for web pages
- Proof-read content provided by services and correct grammar and spelling where necessary
- Clearly understand the key messages required to be communicated
- Design the content layout to ensure it is simple to read and understand and meets the requirements of both the customer and the service
- Ensure all relevant usability / accessibility requirements are met, including provide advice and training to services on making documents accessible
- Maintain content as required
- Ensure content editing and publishing workflow is understood and implemented
- Ensure content is reviewed periodically, in order to remove old or out-dated content, and ensure all live content remains accurate, relevant and compelling.
- Assist with the creation of new microsites by setting up the site structure for the service, populating the content where required, advising on best practice and providing support post go-live
- Reply back to external customers in a professional manner, regarding their website queries
- Use Silktide to provide website usage statistics when requested by a service
- In conjunction with the Service Desk, provide second level support to content management as required
- Create graphics for use on the website
- Contribute to ensuring content management assignments are delivered on time, to standard and that expected results are delivered. Often this involves engaging with, interviewing and influencing individuals from a wide range of different backgrounds and seniority
- Support the project managers in delivering content management changes, ensuring they are dealt with in an appropriate manner and to project timescales
- To be an effective member of the Web Content Team
- Contribute to work with key partners as required
- Undertake any other duties of a similar level and responsibility as may be required from time to time.

Knowledge and Qualifications (E) Essential (D) Desirable	• 2 or more A levels or equivalent (E) • Broad knowledge of IT technologies and Windows-based packages, including MS Office and email packages. (E) • Knowledge of web content production/management work within a commercial environment or the Public Sector. (D) • Evidence of continuous professional, technical and personal learning and development. (D)
Experience (E) Essential (D) Desirable	• Able to prioritise workload and meet deadlines. (E) • Ability and desire to pass on knowledge to others. (E) • Familiarity with software packages such as Outlook, Word and Excel. (E) • Ability to explain complex solutions using simple language with the minimum of jargon. (E) • Ability to travel, locally, regionally and nationally as required. (E) • Experience and/or knowledge of Local Government Services and processes. (D) • Innovative and flexible approach to achieving outcomes. (D) • Experience of web content management systems, such as Umbraco. (D) • Familiarity with creating graphics (such as Infogram) (D) • Knowledge of website analytics (Silktide). (D) • Knowledge of methodologies for: ○ Content design ○ Content authoring ○ Content editing, review & publishing ○ Content lifecycle management (D)

Skills and Abilities (E) Essential (D) Desirable	• High level of literacy, excellent spelling and grammar. (E) • Excellent communication and interpersonal skills. (E) • Attention to detail whilst also ensuring content is written in an engaging, user-centric manner. (E) • Understanding of the importance of tone of voice in content creation, and an ability to create content in a range of different styles, depending upon the required tone of voice. (E) • Ability to provide user-centric content solutions, which users find simple and intuitive to use. (E) • Ability to create high-quality graphics suitable for websites and intranets. (D) • Ability to challenge and test traditionally held views about content authoring and management, and contribute suggestions for continual improvement within Customer Service. (E) • Ability to write compelling content in a manner which will enhance the reputation of the Council. (D) • Ability to evaluate the impact of decisions on stakeholders and include this in the decision making process. (D) • Ability to make fully evaluated and firm recommendations and proposals to Senior Management. (D)
Decision Making and Impact on Others	• To make decisions on web content which can impact the way in which customers get vital information relating to council services. • To make decisions on accessibility and ease of use of functions within the website, which provides customers with the best journey to find information or make a request.
Communication with Internal and External Customers	Staff across all services, senior leadership team, staff at partner councils and shared services Internal customer contact _80%

	Members, members of the public External customer contact 20%
Personal Attributes and Other Requirements (E) Essential (D) Desirable	• A flexible and adaptable approach is required • Willing to occasionally work outside core hours if needed • Be a good team worker demonstrating loyalty and commitment to the organisation and team members • Able to establish and maintain strong working relationships
HDC values 	The values outlined below reflect our collective positive attitude and how all staff are expected to work together as one team. Inspiring: We have genuine pride and passion for public service; doing the best we can for customers. Collaborative: We achieve much more by working together, and this allows us to provide the best service for customers. Accountable: We take personal responsibility for our work and our decisions, and we deliver on our commitments to customers. Respectful: We respect people's differences and are considerate to their needs. Enterprising: We use drive and energy to challenge the norm and adapt to changing circumstances. We are always ready for challenges and opportunities, and we embrace them.

Safeguarding and promoting the welfare of children and young people/vulnerable adults

Huntingdonshire District Council is committed to safeguarding and promoting the welfare of children and vulnerable adults and expects all staff and volunteers to share this commitment.