**Job description**

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| **Reference Number** |  | |
| **Job Title** | Web Content Editor | |
| **Directorate** | IT and Programmes | |
| **Department** | Development | |
| **Reports to** | Web Manager | |
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| **Role Purpose** |
| To play a role in the design and delivery of all council-owned web presence. Responsible for creative, accessible, well-structured and engaging content across a range of web platforms to enhance and facilitate effective service delivery and optimise the user experience. |

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| **Accountabilities** |
| * Design, manage and publish web content to meet user needs across identified web platforms in support of: statutory service information provision, marcomms activity and commercial service delivery. * Maintain brand standards and compliance across managed web platforms. * Contribute to development of style guides and content patterns in line with Government Digital Service (GDS) standards, agreed brand tone of voice and legislative requirements around accessibility, suitable for a range of different audiences. Work to build the development of a user-centred design approach. * Responsible for UAT (front end) sign off on all site developments and upgrades, including arranging appropriate staffing to support. This role is also responsible for ensuring that UAT test scripts for managed sites are always kept up to date, in line with site changes and developments. * Build and manage user access model. * Create and deliver user training. * Champion accessibility standards for all our online platforms, * Support BCP Council to discharge its warning and informing duties by contributing to incident response requirements within defined standards and timelines. |

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| **Knowledge / Skills / Experience required** |
| * Diploma or degree in relevant subject, or equivalent experience. * Detailed experience of content planning, creation and production across a range of digital platforms. * Excellent standard of web content writing, with a keen eye for detail and grammatical accuracy, along with good knowledge of GDS standards. * Good knowledge of data measurement tools (eg Google Analytics) and an understanding of how these can be used to measure success and inform developments. * Experience of managing front-end delivery on an enterprise-level CMS (e.g. Contensis, Simpleview) for a large and diverse audience. * Good knowledge and understanding of user-centred design. * Experience of creating and delivering user training and support. * Thorough knowledge and experience of delivering to the standards required under Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018 and obligations to people who have a disability under the Equality Act 2010. * Excellent communication skills. Ability to communicate with a range of internal and external stakeholders to resolve complex issues in a professional manner. |

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| **Dimensions of role** |
| * The role does not manage a team. * This role does not manage any direct budgets. * Planning will be over weeks and months aligned to defined milestones. |

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| **Notes** | |
| Date: | 13/05/2024 |
| Working Conditions: | * Working conditions do not have a material impact on the nature of the job, once all reasonable actions have been taken to moderate or eliminate them. |
| Working Arrangements: | * No specified working arrangements outside of a normal working pattern. |
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