



JOB DESCRIPTION

DEPARTMENT

Corporate Services

JOB TITLE

Website Project Officer

HAY GRADE

G

SALARY RANGE

£30,148 - £32,585

RESPONSIBLE TO

Comms & Engagement Manager

RESPONSIBLE FOR

Not applicable

HEALTH CONSIDERATIONS/ RISK/ SURVEILANCE REQUIRED

Constant use of Visual Display Unit (VDU)

DESCRIPTION OF DUTIES AND RESPONSIBILITIES**Overview**

The role will work as part of the Communication & Engagement team to support the successful delivery of Hart's new corporate website. Working with stakeholders, you will work on the website project with two broad areas of focus. You will be responsible for maintaining the content audit, reviewing existing content and migration of all content types to the new website. The second area of focus will be to provide project management support across all workstreams.

You will also be part of the wider website project team and be involved in testing, user engagement, development and training on the new website platform.

Dimension of Job

- Work with colleagues across the organisation and external stakeholders to ensure project objectives are met
- Conduct content audit to analyse the strengths and areas of weakness of current web content and develop an overall strategy to migrate the content and ensure the new platform continues to meet customer and business needs
- Map the user journey across the site to specific council functions and make improvements based on customer insight and stakeholder input
- Lead on the review and development of webforms and other content types
- Create appropriate website content aligned with Hart's content strategy
- Produce project documentation in support of the project as required
- Contribute to the strong relationship between the organisation and the new digital agency

- Input on the development of the new structure, appearance and functions of the site, assisting with mapping the user experience across the site including third party sites and portals
- Provide high levels of customer service both internally and externally
- Provide general support to the website project team
- Promote the HART values by being helpful, approachable, responsive and taking ownership of challenges and problems to ensure they are dealt with effect and authority

Key Contacts/Communications Links

Internal

- Change & Digital Manager
- Communications & Engagement Manager
- Communications team
- Content editors from across the organisation
- Heads of Service and managers

External

- Other local authorities
- Registered providers
- Partner organisations delivering Council services on Hart's behalf
- Local third sector organisations
- Parish & Town Councils

Key Responsibilities/Specific Duties

1. Responsible for the migration of content from the current website to the new website
2. Take a key role in the development of new and refreshed web pages from across the organisation based on the needs of our visitors and meeting Hart's branding and tone of voice guidelines
3. To support in the writing of clear, usable content that is appropriate for the audience and purpose
4. Reviewing content to make sure it's accurate, relevant, and matches our style guide
5. Map the customer journey to priority services by capturing data from various sources. Provide key insights that will help refine and improve the customer experience.
6. Designing content with the user experience and SEO in alignment
7. Providing project support for other content creators as needed
8. Ensuring that all content types are accessible as set out in the latest WCAG guidelines and any enhancement to these guidelines
9. Troubleshoot and testing prototypes as well as monitoring the live deployment of the site
10. Keep up to date with good practice relevant to delivering an excellent website for all stakeholders
11. Provide high levels of customer service for our residents, staff, managers and external partners, so that they are made to feel warm, welcome, wanted and cared for

12. Monitor the performance of the site using Google Analytics and other analytical tools
13. To promote the HART values at all times by being helpful, approachable, responsive and taking ownership of challenges and problems to ensure they are dealt with appropriately
14. Where a post involves working with members of the public, the post holder has a responsibility to be vigilant in identifying potential safeguarding issues and conduct themselves in a manner that protects both themselves and members of the public.

Standard Clauses

- To work in an internal and external customer related way in accordance with the Council's core HART values, and in accordance with adopted procedures and good practice.
- To comply with the Council's Equal Opportunities policy, Code of Conduct and other relevant policy, procedures and legislation.
- To comply with and/or ensure compliance with the Council Data Protection Policies and the Data Protection Act and other relevant legislation.
- All employees have a responsibility to ensure they take a vigilant approach at all times to safeguard members of the public, colleagues and themselves and that they follow adopted procedures and good practice to aid in the identification and effective reporting of any safeguarding concerns.
- In the event of a Civil Emergency to take on any new roles and responsibilities allocated by Leadership Team, and to be available to undertake any training that maybe required to fulfil this role.

Hart District Council's Safety Policy and other safety procedures and guidelines are deemed part of this job description. Employees must look after their own health, safety and welfare and be mindful of other persons who may be affected by their acts. Employees must co-operate and comply with management instructions regarding Health and Safety issues and report all accidents, incidents and problems as soon as practicable to their supervisor, manager or other senior members of staff available.

The responsibilities outlined above cannot totally encompass or define all tasks which may be required of the postholder. The outline of responsibilities given above may, therefore, vary from time to time without materially changing either the character or level of responsibility or grade.

Job Description revised: 24 September 2021

Hay Job Evaluated: 12 August 2021

PERSON SPECIFICATION

Website Project Officer

Hart District Council aims to recruit candidates who are committed to delivering our core values. It is our aim that customers should feel warm, welcome, wanted and cared for when they are interacting with our services. To achieve that, all staff are expected to be helpful, approachable, responsive, and to take ownership, to ensure challenges, problems or enquiries are dealt with and appropriately concluded.

This person specification sets out what we are looking for when recruiting to the above post. The essential and desirable attributes we are seeking for this role are set out below:

CRITERIA	ATTRIBUTES	ESSENTIAL DESIRABLE	METHOD OF MEASUREMENT
EDUCATION/ QUALIFICATIONS	Education to A-Level or equivalent standard	E	Application Form / Certificate
	A degree in a relevant subject	D	Application Form / Certificate
EXPERIENCE/ KNOWLEDGE	At least three years' experience working in project management	E	Application Form/ interview
	Experience of open source CMS which could include Drupal, Jadu, Umbraco, WordPress and other platforms	E	Application form/ Interview
	Knowledge of best practice in website CMS development	D	Interview
	Experience of liaison and negotiation with stakeholders and partners	D	Interview
	Knowledge of W3C Web standards	E	Interview
	Understanding and knowledge of analysing Google Analytics to produce business intelligence reports Experience of customer journey mapping and presenting data	D	Interview
	Understanding internal system processes and awareness of dependencies with back office systems	E	Interview

	Experience of interfacing with third party data sets (ie NHS, HCC, Highways)	D	Interview
	Understanding of Search Engine Optimisation	D	Interview
	Committed to providing high levels of customer service	E	Application form & interview
SKILLS AND ABILITIES	CMS Editing (managing content, images and media on the CMS)	E	Application Form & Interview
	CMS Management (Implement existing modules, strategies and features across websites)	E	Application Form & Interview
	Knowledge of HTML, CSS & Javascript.	D	Application Form & Interview
	Understanding of MySql, PHP & jQuery	D	Interview
	Experience in browser testing	D	Interview
	Experience and understanding of GIS packages	D	Interview
	Excellent communication and organisation skills, including written communication skills	E	Application Form & interview
	Ability and confidence to organise, arrange and administer meetings	E	Application Form
	Ability to analyse and interpret data and present the information in ways to different audiences	E	Interview
	Good project management skills	E	Interview
	Agency and / or multiple stakeholder management experience	E	Application form & interview

	Computer literate and proficient in Microsoft Office software	E	Application form
	Knowledge and working experience of the different Website CMS platforms	E	Application form & interview
	Ability to take ownership of tasks, challenges and problems to achieve an appropriate outcome	E	Application form & interview
PERSONAL QUALITIES/ APTITUDE	Ability to work under pressure and manage a heavy workload	E	Application Form & interview
	Ability to work as part of a team and/or alone as required and use own initiative	E	Application Form & Interview
	Commitment to delivering the best possible services for residents, and internal and external customers	E	Application Form & Interview
OTHER WORKING REQUIREMENTS	Full driving licence and access to a car for work purposes	D	Application Form & Interview
	Ability to attend meetings out of hours	D	Application Form

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Signatures:

Post Holder

Manager