



Northern Ireland Assembly

Job Title:	Web Content Manager
Salary:	£37,181 – £38,296
Grade:	Assembly Grade 6
Directorate:	Parliamentary Services
Business Area/Office:	Communications Office
Accountable to:	Information Officer
Accountable for:	Clerical Supervisors

Job Purpose:

As the new Web Content Manager, you will join a team working to enhance public awareness of and engagement with the Assembly. You will play a key role in our ambition to grow our online audiences by overseeing, managing and developing the content and content architecture of the main Assembly website and associated websites.

Day-to-Day Management

You will manage the day-to-day publication, creation, development, performance and evaluation of content for the current Assembly website(s) and make recommendations for continuous improvement to the overall user experience/journey.

You will be responsible for the management of two Clerical Supervisors, and will work closely with staff throughout the Communications Office and across the Assembly Secretariat to ensure the overall effectiveness of content planning, delivery and implementation.

Developing a new Assembly Website

A key part of your role will be managing the project to develop a new website for the Assembly. Like many organisations, the Assembly wants to take a more user-centred approach to how we create and use content. This will involve developing an understanding of who our users are, how and why they use the website and then developing beta sites to test and refine before launching new services.

Job Description:

The main duties and responsibilities of the post are:

- Project management and delivery - to lead the development a new user-centred Assembly website, collaborating with colleagues across all levels of the organisation and with external stakeholders and users.
- Managing a team, including developing staff, planning, organising, prioritising, allocating, monitoring and evaluating the work of the team.
- Management of the existing content management system used on the main Assembly website (Episerver) - including the publication of content, maintenance of templates, workflow paths and user access accounts.
- Management of the Assembly's WordPress based micro-sites – including design, maintenance, security, workflow paths and user access accounts.
- Management of content publishing to the Assembly's intranet using the Umbraco CMS - page layouts, templates, workflow paths and user access accounts.
- Conducting content audits across all websites to eliminate outdated, redundant and/or duplicate content.

- Analysing and applying analytics data and trends to identify and implement meaningful improvements to ensure our sites are responsive to user needs and deliver measurable outcomes.
- Exploiting the data held within the Assembly's content-rich Assembly Information Management System (AIMS).
- Developing relevant Search Engine Optimisation strategies for the Assembly's websites to optimise the keywords most likely to be searched for by our users ensuring they can more easily get to the content they need.
- Maintaining knowledge of legal and regulatory compliance matters, specifically ensuring adherence to Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018 by conducting regular test plans to confirm compliance and/or to identify issues and then developing plans to resolve any problems.
- Working effectively in time and politically sensitive situations and meeting deadlines.
- Providing web publishing advice and training to colleagues throughout the organisation.
- Co-operation with Assembly IS staff in maintaining effective computing services, including liaison with IS\Development Team when dealing with website-related problems.
- Comply with all Assembly Commission policies and procedures, including the Equal Opportunities Policies and Dignity at Work Policy.
- Carrying out other duties that the Assembly Commission may reasonably require of you.

Essential Criteria:

Applicants must, by the closing date for applications have:

1. at least a Bachelor's Degree in any subject with significant web design/digital media components or a Bachelor's Degree in either Interactive Media, Computing or Information Technology (applicants must give full details on the

application form of how the content of the course meets this requirement) and at least 2 years' experience at a) & b) below;

a) Technical – experience of each of the following:

- Managing and administering enterprise level content management systems similar to Episerver and Umbraco.
- Managing and administering websites built using WordPress.
- Knowledge and understanding of Web Accessibility and the tools for checking compliance.
- Troubleshooting such as monitoring website effectiveness and availability; problem identification and problem solving.
- Using HTML, CSS and JavaScript for creating and maintaining complex page layouts.
- Using and deploying tools like Google Tag Manager and Google Analytics.
- Analysing and interpreting qualitative and quantitative data and creating reports.
- Using image manipulation software similar to Adobe Photoshop

b) Project management - relevant to the development of websites to include the following:

- the development and improvement of website design, structure and functionality
- carrying out user research and testing
- developing and improving online user journeys.
- Working/consulting with stakeholders
- the Project management methodology used

OR

2. At least 4 years' experience in the areas outlined at a) & b) above.

AND

3. People - One year's experience of co-ordinating the work of others, including allocating and monitoring work, to meet deadlines and objectives.

Shortlisting Criteria:

Should shortlisting be required, the following shortlisting criteria will be applied:

- One year's experience of developing and managing a complex website for a multi-disciplinary organisation.

Skills and Behaviours:

The following Assembly Skills and Behaviours will be assessed during the selection process:

Building Relationships and Effective Communication

...is creating and maintaining positive, professional and respectful internal and external working relationships through effective and appropriate communications.

Initiating Improvement and Delivering Change

...is looking for and being open to new and innovative ideas and improvements to the service provided. It is being flexible and adapting positively and professionally to sustain performance when the situation changes, workloads increase or priorities change. It is about forming sound, evidence-based decisions and being accountable for results.

Delivering a Quality Service

... is about providing a high-quality and efficient service to our customers. It is thinking ahead, managing resources effectively and delivering work on time and to a high standard. It is also using professional or technical expertise to enhance service delivery.

Managing and Leading Self and Others

... is setting high standards for ourselves. It is about guiding, motivating and developing others to achieve high performance. It is about engaging others in delivering a corporate vision of excellence, expertise and innovation in support of the Assembly as a legislature.