



Northern Ireland  
Assembly

## Digital Content Editor Job Specification

<b>Job Title:</b>	<b>Digital Content Editor</b>
<b>Salary range:</b>	<b>£30,886 - £31,953</b>
<b>Grade:</b>	<b>Assembly Grade 7</b>
<b>Directorate:</b>	<b>Parliamentary Services</b>
<b>Business Area/Office:</b>	<b>Communications Office</b>
<b>Accountable to:</b>	<b>Web Content Manager</b>

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### **Job Purpose**

The Digital Content Editor is responsible for creating and managing digital content for the Northern Ireland Assembly. This includes website content, social media and email communications. They work with the Web Content Manager and the Communications Team to deliver the Northern Ireland Assembly Commission's content plans, tracking and evaluating the performance of content against objectives.

### **Job Description:**

- Publishing to and administration of the content management system used on the main Assembly website and the Assembly's intranet – including page building within the templates, maintenance and the monitoring of user access accounts.
- Publishing to and administration of the Assembly's WordPress based micro-sites – including page building (design), maintenance and the monitoring of user access accounts.
- Monitoring mailboxes for web publishing and content creation requests, completing work within agreed deadlines. Providing training and guidance to colleagues throughout the organisation on the different content management systems.
- Knowledge of regulatory compliance matters, such as, GDPR and accessibility to ensure that all content meets these standards.

- To provide training and support to colleagues to ensure content is developed in accordance with the relevant style guides and regulatory compliance matters, such as, GDPR and accessibility.
- Taking part in ideation sessions for the creation of new content.
- Working closely with the Communications Officers to help them create and evaluate content for external awareness and engagement campaigns such as social adverts and organic social media posts (Facebook, Instagram and Twitter) and also for internal communications.
- Assist with the filming of videos for both internal and external audiences.
- Exporting video clips of Plenary Sessions and Committee meetings to create online archives or in response to requests from MLAs, journalists, Executive Departments and members of the public.
- Maintaining effective relationships with key stakeholders including MLAs, Assembly Commission staff, officials from Executive departments and members of the public.
- Managing information and records in accordance with established policies and statutory requirements including the gathering of information and co-ordination of responses to information requests including Freedom of Information requests.
- Complying with all Assembly Commission's staff policies and procedures including Equal Opportunities and Dignity at Work policies and procedures.
- Carrying out other duties that the Assembly Commission reasonably requires of you.

**Essential Criteria:**

Applicants for the post must have, by the closing date for application:

1. At least a primary degree, minimum 2.2 classification, in any subject.

Applications will be considered from applicants with formal qualifications of an equivalent or higher standard to those stated.

**AND**

At least two years' experience in the criteria (a) to (e) below:

- a) Working with content management systems, for example EPiServer, Umbraco and/or WordPress;
- b) Creating content for use on the web ensuring accessibility is considered;
- c) Using online graphics software, for example Canva;
- d) Using and posting to social media management platforms; and
- e) Using analytics/insights to measure the impact of content on the web and/or social channels.

**OR**

2. GCSE/GCE 'O' level passes at grades A\* to C in four subjects including English language.

Applications will be considered from applicants with relevant formal qualifications of an equivalent or higher standard to those stated.

**AND**

Four years' experience in the criteria (a) to (e) above.

**Shortlisting Criteria:**

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

Specific 3<sup>rd</sup> level qualifications in Digital and/or Social Media Marketing or demonstrable understanding of managing digital content across multiple digital channels.

**Skills & Behaviours:**

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

**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.

**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.