



**SWINDON**  
BOROUGH COUNCIL

## Role Profile

<b>Job Title:</b> Web Content Manager	<b>Role Profile Number:</b> IT015
<b>Grade: R</b> <b>Salary:</b>	<b>Date Prepared:</b> June 2018
<b>Directorate/Group:</b> Resources Digital Services and Corporate Programmes	<b>Reporting to:</b> Head of Customers, Registrars and Bereavements
<b>Structure Chart attached:</b>	Yes

### Job Purpose

- To deliver modern, efficient and effective online offer to the residents of Swindon. This includes delivering up to date, engaging and functional content to the council's website that provide services that are available online 24 hours a day, 7 days a week, and that promote self-service.
- To be responsible for developing the all aspects of the Swindon Borough Council (SBC) website presence. In addition to writing, editing and proofreading site content, this role will also work closely with the technical team to maintain site standards with regard to new developments.

### Key Accountabilities

- Developing and implementing SBC's website content strategy, specifically the main council website
- Understanding SBC's customers, from both a quantitative and qualitative perspective as related to their online interaction with the council
- Collaborating with marketing and design elements of the council's Communications team to develop site content, style and layout
- Responsibility for ensuring the creation and publishing of engaging content
- Develop and coordinate a network of web champions across the council that will provide and monitor web content
- Editing, proofreading and improving content provided by services
- Optimising content according to good SEO practices
- Developing and managing an editorial calendar, and a content audit and review calendar

- Ensuring compliance with law (e.g. financial regulation, copyright and data protection)
- Staying up-to-date with developments, generating new ideas to draw audience's attention
- Overseeing the Web Content team and delivering all day to day management tasks accordingly
- Act as the key client contact with SBC web platform provider in terms of content and customer contact

### **Supplementary Accountabilities**

- Establish and maintain effective management and communication systems and processes within the service and, in conjunction with colleagues across the council, ensure that employees at all levels are fully aware of their respective roles, functions and responsibilities and changes to legislation or Council policies.
- Actively promote the role of the Council in relation to web services and customer services at local, regional and national level as appropriate.
- Provide leadership and direction to staff within the Web Content Team so as to promote performance management initiatives and systems. Promote the support and development of staff through appraisal, training and development programmes.
- Promote good relations with all other Departments and Services of the Council with a view to achieving the most effective performance of its functions to achieve a coordinated approach to the development and provision of Customer Services.
- Any other duties consistent with the nature, level and grade of the post as may be assigned by the Executive Team.

### **Knowledge & Experience**

*Candidates must have substantial knowledge and experience in the following areas of business and will be required to provide evidence of this:*

- Proven work experience as a Content Manager, working on both copywriting and on strategy
- Experience leading council web services through both continuous service improvement and transformational change.
- A clear understanding of the customer and how the customer journey impacts upon council services
- A successful track record of engaging effectively with colleagues and building productive partnerships with key stakeholders.
- A user-centred approach to content design, whether through working with UX designers or through rigorous data insights
- A portfolio that demonstrates the production of high-quality content and clearly explains why and how content is created
- Basic technical knowledge of HTML, PHP and web publishing is beneficial
- Knowledge of SEO, Google Analytics, SiteImprove or similar
- Excellent writing skills in English

- Excellent organisational and time-management skills
- Ability to work under own initiative – self-starter.

**Qualifications**

- Educated to degree level or equivalent level of skills and experience

**Decision Making**

Responsible for decisions related to:

- Content, structure and style of the council’s website
- The development and implementation of the Council’s Web Content Strategy

**Creativity and Innovation**

- To drive the website to be modern, efficient and effective at all times.
- To show initiative in setting up and initiating new systems, processes and ways of working.
- To compile business cases for new initiatives.

<p><b><u>Job Scope</u></b></p> <p><b>Number and types of jobs managed</b></p> <ul style="list-style-type: none"> <li>• 4 officer roles in Customer Services Web Team</li> </ul> <p><b>Typical tasks supervised/allocated to others</b> Website support, Content review, Web Development,</p>	<p><b>Budget Holder</b></p> <p><b>Responsibility</b></p> <p><b>Asset Responsibility:</b></p>	<p>No</p> <p>Yes</p> <p>No</p>
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**Contacts and Relationships**

*(how the role relates to the work of others i.e. officers, groups, committees, general public, members, partner organisations, internal and external contacts of the council)*

- Experience of successfully working within multi-disciplinary teams, including Heads of Service, senior managers, and other key stakeholders, including external partners.
- Ability to operate confidently at a range levels within the business.
- Confident and able to challenge actions, behaviours and decisions, in the event that they are contrary to the agreed strategy

**Values and Behaviours**

We strive to underpin our culture through strong management and authentic leadership, this means getting the management basics right, and ensuring what we commit to individually and collectively, we own and

demonstrate accountability aiming to get things right first time. Building on this we also expect everyone at SBC to demonstrate and live our organisational values and behaviours, this means in our work we are:

**Connected: We put Swindon and its people at the heart of everything we do.**

We display a communication and behaviour style that promotes a positive Council identity in connecting with residents, customers, colleagues and other stakeholders ensuring a partnership approach to delivering our vision. Always asking, “is what I am doing in the best interests of Swindon and its people,”?

**Resilient: We are forward thinking and work smart**

We seek to identify where things can be improved, ensuring this learning is embedded, evaluated and built upon through a strong approach to continuous organisational development.

**Brave: We respect and work together with our colleagues and customers to achieve success**

We act in an emotionally intelligent way, setting positive examples around accountability, risk and governance. This will be delivered through developing ourselves and our teams to achieve the highest possible levels of productivity and performance.

<b>Employee Signature:</b>	Print Name:
<b>Date:</b>	
<b>Line Managers Signature:</b>	Print Name:
<b>Date:</b>	