

Person Specification

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| JOB TITLE: | Website Assistant | POST NO: | TBC |
| GRADE: | (tbc) | DEPARTMENT: | Corporate Services |
| HOURS: | 37 | | |
| DIVISION: | Communications | DIRECTOR: | Cecilie Booth |
| DATE: | 1/3/23 | COMPLETED BY: | Amanda Rose |

| ATTRIBUTES | ESSENTIAL CRITERIA | DESIRABLE CRITERIA |
|-------------------------------|---|--|
| KNOWLEDGE | <ul style="list-style-type: none"> Knowledge of content management systems used to maintain large websites. Knowledge of website accessibility standards (WCAG). Knowledge of website analytics used to maintain large websites. Knowledge of auditing process and software used to maintain large websites. (AI) | <ul style="list-style-type: none"> Knowledge of best practice for digital and website maintenance and quality assurance. Knowledge of public sector and the public information and interactions on our website. Website design and underlying HTML code |
| SKILLS & ABILITIES | <ul style="list-style-type: none"> Exceptional copywriting and proofing skills and the ability to write in accordance with our style guide. Writing for a range of audiences, and creating concise information in Plain English Ability to take complex information and produce content which is understandable to the public. Able to communicate with colleagues and relay important information to others. Self-motivated with an ability to work independently, using your own initiative. Ability to work efficiently while maintaining attention to detail, accuracy, and quality. Able to work effectively as part of a team. Excellent organisational skills, prioritising and scheduling reactive tasks alongside background tasks. <p>(AI, W)</p> | Political awareness. |

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| EXPERIENCE | <ul style="list-style-type: none"> • Proven experience as a content editor, content creator, and proofreader. • Use of website content management system to draft, manage and publish online content. • Use of analytics and website auditing tools to gain insight and understanding of content or customers. • Experience of working within a web content, communications, or marketing team (AI) | <ul style="list-style-type: none"> • Experience of working within local government / education • Use of Microsoft Office 365 within an organisation • Two or more years' experience working within a web content, communications, or marketing team. |
| QUALIFICATIONS | <ul style="list-style-type: none"> • 5 GCSEs (English, maths) • NVQ Level 3 in appropriate subject (AI) | <ul style="list-style-type: none"> • Further or Higher education in relevant subjects, and/or evidence of relevant continuous professional development. |
| PERSONAL CIRCUMSTANCES | <ul style="list-style-type: none"> • Ability to travel across the city. • Ability to work from home and office. (AI) | |
| EQUALITY | <p>Candidates must demonstrate understanding of acceptance and commitment to the principals underlying equal opportunities.</p> (AI) | |
| CUSTOMER CARE | <p>Knowledge and understanding of effective customer care.</p> (AI) | |

*[At the end of each criteria the following codes are used to indicate how the criteria will be assessed:
(AI) Application / Interview, (P) Presentation, (W) Written Test.]*