

# Job description



South  
Cambridgeshire  
District Council

<b>Department:</b> Communications	<b>Location:</b> South Cambridgeshire Hall, Cambourne
<b>Job title:</b> Websites Content Officer	<b>Post number:</b> None
<b>Grade:</b> 3	<b>SCP range:</b> 15 to 20
<b>Responsible to:</b> Senior Websites Officer	<b>Responsible for:</b> None
<b>Health Considerations/ Risk/ Surveillance Required:</b> <ul style="list-style-type: none"><li>• Flexible working including some evenings and weekends</li><li>• Off site visits to partner organisations and/or locations for events</li><li>• VDU habitual user</li><li>• Lifting/handling</li><li>• Occasional exposure to challenging behaviour from customers</li></ul>	

## Description of duties and responsibilities

To work alongside the Senior Website Officer as part of the corporate communications team to provide simple and accessible web content for the various websites and intranets used by the Council. The role will aim to ensure content is developed so that people using the sites can carry out tasks as quickly and easily as possible.

The role will also support the Senior Websites Officer to create the correct structures for a range of websites, ensure website feedback is taken into account and responded to quickly and all websites meet the relevant standards. Websites include the external Council website, internal intranet, web forms and systems, any portals or apps developed for the Council, microsites for commercial ventures and any other web services the Council has an interest in.



## Key result areas / overview

The role supports the Senior Websites Officer on all websites to ensure a well-planned and coordinated approach is taken to maintaining and developing all platforms. This includes:

- Primary website content author for all services across the range of websites the Council has an interest in
- Working with service areas to advise them on the most appropriate website structures to meet business needs
- Work with Council departments and the contact service to ensure changes to websites, and the processes that sit alongside the change, are reflected in all business processes.
- Design and build the necessary webpages, including necessary search engine optimisation.
- Coordinate, monitor and maintain all websites
- Respond to customer website feedback and complaints
- Overview of the services and priorities of the Council to ensure that the key messages and information is clearly communicated
- Design content layout to ensure it is simple to understand and promotes self-service online
- Oversee the content editing and publishing
- Use of website analytics
- Build website corporate e-Forms
- Remove out of date content as required
- Commissioning design work for the Council
- Ordering consumable goods and invoices for the communications team

# Key contacts / communication links



## Internal

Senior Websites Officer, Communications Team, 3C ICT Digital Team, elected members, and all other employees.

## External

E-form suppliers, website and communications teams at partner councils, web staff in other local authorities, our residents/service users, parish councils, regional and local organisations associated with technical innovation and the provision of ICT services, and any other website supplier, consultants or contractors.

## Key responsibilities / specific duties

- Maintain a forward plan of website amends and content updates by liaising daily with service areas and their website representatives. Drafting, editing and sub-editing engaging and easy to navigate information, so customers can find what they need and self serve.
- First line of support for all content related enquiries for all service areas, and for all websites and platforms the Council has an interest in.
- Working with service areas on a daily basis to ensure the structure of the Council's websites meet the needs of customers, both internally and externally and adhere to the principles of SOCITM – local government web standards. This will include planning and managing some projects of up to one year in duration.
- Working with service areas to ensure changes to websites are reflected fully in business processes. The role will support teams to fully consider and update all forms of communications related to a change online.
- Working on designing and building the necessary webpages to meet the needs of the Council, including the necessary work on content, page titles and key words to make sure there is search engine optimisation.



- Coordinate, monitor and maintain all website content to ensure it is accurate, up to date, written in plain English and meets usability and accessibility standards. This will include a forward plan to ensure changes are made at the right stage.
- Check team inboxes daily to monitor and respond to customer website feedback quickly. This will include handling complaints and auctioning feedback for Council websites as appropriate.
- Keep close contact with all service areas and actively involved in corporate information through regular communications team meetings to ensure that website information, both internally and externally, reflects the Council's priorities and key messages so they can be communicated clearly.
- Work with teams on short and medium-term projects of up to one year to ensure content is presented on all websites in a logical, methodical and simple way. This is to ensure information is easy to find, accessible and promotes self-service online. This will include removing information before it is out of date.
- Create and maintain a simple workflow process for making sure content is drafted, edited and published accurately and at the appropriate time. This will involve making sure teams are aware of the processes and training officers on best practice.
- Regular use of website analytics and associate software to gather stats and information to support the Council is making good business decisions for all website platforms. This will include writing project plans and some reports.
- Using the Council's corporate e-form package to create, amend and publish new forms to help shift customers from phone and visiting our offices to 24/7 self service.
- Deputise for the Senior Website Officer in being the first point of contact with suppliers when faults or problems occur, such as website downtime.
- Working as part of the communications team who will consider design requests and compile clear design briefs to commission work by external agencies. This will follow 'right first-time' principles. Free online design tools will also be used daily to create more straightforward graphics. Use of InDesign will also be required to make simple edits to text on documents only.



- Keeping a good supply of consumable goods for the communications team, ordering new supplies and raising invoices where necessary
- To work in an internal and external customer related way in accordance with adopted procedures and good practice
- To assist in/manage the identification, development and implementation of manual and Information Technology systems and procedures

## General to all job descriptions

To comply with the Council's Equal Opportunities policy, Code of Conduct and other relevant policy, procedures and legislation.

To comply with / ensure compliance with the Council Data Protection Policies and the Data Protection Act and other relevant legislation.

This post carries specific responsibilities for Health and Safety in particular the carrying out/updating of Risk Assessments.

South Cambridgeshire 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 that may be required of the post-holder. 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 Last Reviewed: September 2018