

Web & Digital Development Officer

Salary: SO1 to SO2, £30,630 to £34,950 per annum

Job Summary: Newham Sixth Form College (NewVIC) is London's largest sixth form college. It is a vibrant centre for sixth form education with the great majority of students coming from our local schools in Newham. Our mission is to create a successful learning community and our values are:

- Ambition: we have the highest expectations of ourselves and our students
- Challenge: we aim consistently for excellence and we are accountable to each other for work and behaviours
- Equality: we respect, value and care for all members of our community

We are looking to appoint a strong Web and Digital Development Officer with responsibility for managing our website and key digital projects. The role is based in our marketing team whose role is to develop and deliver marketing strategies to help the college meet its strategic goals.

You will be working on a range of projects with digital aspects such as video, web content curation, digital campaigns, SEO and content marketing. Your previous experience in a similar role will enable you to bring a broad understanding of marketing communications to the team.

The team consists of a Head of Department, Designer, Web and Digital Development Officer, Marketing Officer, Schools Liaison Officer and Events Officer. The department is responsible for managing the College's reputation, leading on student recruitment, managing and developing relationships with schools, the web presence, digital strategies, social media marketing, brand management and design, press relations and promotion.

This externally focused team covers the whole spectrum of marketing and there will be opportunities to work on a range of different tasks and activities. You must be able to work on your own initiative and be able to manage your time effectively.

Working at NewVIC gives the opportunity to be a part of a successful and innovative student-focused organisation. NewVIC offers a "rich, multi-layered IAG experience that is transforming the lives of young people" (Matrix assessor, May 2017). Being a part of our Marketing team allows a breadth of involvement across the college and the opportunity to bring new and fresh ideas as part of the wider Student Services team.

This is an exciting time for NewVIC, with our 25th anniversary to celebrate and the opening of brand new learning facilities. The successful post holder will have the expertise and skills to attract students to join our successful learning community.

Closing date: 12 noon, Thursday 19 October 2017

Selection date: Tuesday 31 October 2017 (allow all day)

Vacancy ID: OP/08

Application process: For an application form please visit our website www.newvic.ac.uk or call the recruitment team on 0207 540 0601 or email jobs@newvic.ac.uk or post to Human Resources, Newham Sixth Form College, Prince Regent Lane, London, E13 8SG. Please ensure you allow sufficient time for your application to reach us as we cannot accept applications past the closing date/time.

Candidates are shortlisted on the basis of their written application and the extent to which they meet the standard criteria. You are advised to ensure that you use your supporting statement to indicate the extent to which you meet each of the criteria in the person specification below. Shortlisted candidates will be invited in for a selection day that may include a briefing, a written assessment, a practical test, and an interview.

Job Description for Web & Digital Development Officer

Reports to: Head of Marketing

Purpose: This is an important role in the marketing team, responsible for managing the website and key digital projects. Your previous experience in a similar role will enable you to bring a broad understanding of marketing communications to the team. You will be working on a range of projects with digital aspects such video, web content curation, digital campaigns, SEO, content marketing.

Job Description

This externally focused team covers the whole spectrum of marketing and there will be opportunities to work on a range of different tasks and activities. You must be able to work on your own initiative and be able to manage your time effectively.

Technical administration and operation of the College website

- Content curation – identifying out of date content, adjusting it, removing it or referring it to colleagues to amend
- To be responsible for the day-to-day administration of the website, dealing with any formatting problems, download issues and any downtime of the site or the application form is dealt with quickly and key colleagues are alerted
- Managing the site so that any broken links are fixed quickly
- Project-managing digital campaigns such as content migration assignments
- Liaising with external web development agencies where appropriate
- Managing Search Engine Optimisation for the website to ensure optimum search results are returned
- To liaise with managers, teachers and support staff on maximising the potential of the website
- To be responsible for the planning and delivery of a range of projects relating to the website
- To offer training and support to staff in the development and administration of their own website areas, as appropriate, and line with College plans

Digital Marketing Activity

- Advising staff across the College on their digital and social media strategies, encouraging best practice across the board
- Helping to develop and implement digital campaigns for key objectives as required
- Assisting with defining and approving requirements, and managing user testing and releases of new tools to the College

Customer Relationship Management, email marketing, and remarketing

- Leading on the College's email marketing and lead generation tool, working closely with admissions on our applicant communications plans
- To attend meetings, training and conferences in connection with digital marketing

Team Responsibilities

- Write engaging copy for the web, for social media and other purposes
- Use photography and videography skills to capture key College events for promotion

- Contribute to social media updates
- Manage digital/search campaigns
- To contribute to college events

This job description is subject to review and may change as the College develops.

Person Specification for Web & Digital Development Officer

Person Specification	Essential/ Desirable
1. Educated to degree level (or equivalent experience), including GCSE grade C or above in Mathematics and English.	E
2. Excellent working knowledge of web technologies , with a background of building websites and online campaigns	E
3. Strong understanding of requirements and lifecycle for typical digital projects such as website design and build, HTML Email campaign, SEO, Mobile and Apps	E
4. Excellent project management skills , able to manage workload and maintain momentum on the project, with a talent for pushing the project along - keeping everything on track	E
5. A dependable, consistent, and a detail-oriented individual who is confident in how to manage projects from start to finish	E
6. Good analytical and organisational skills . You must be able to analyse raw data, draw conclusions and develop actionable recommendations as needed. An extensive knowledge of Google Analytics would be an advantage	E
7. Confident and proficient in HTML and CSS c	E
8. A good working knowledge of JavaScript and VB.net	E
9. Knowledge of responsive/mobile first design and accessibility	E
10. Highly computer literate with good skills in all basic Office programs	E
11. A passion for everything digital , with an active interest and understanding of online advertising industry trends	E
12. Self-motivated and recruitment focused with lots of initiative and drive to succeed; you will get plenty of support but the ability to manage your own workload and identify ways to improve is crucial	E
13. Communication skills, both verbal and written, are particularly important in this role. Good written English is absolutely key in this role	E
14. Experience of writing functional and technical specifications as well as extensive experience of creating detailed sitemaps and wireframes	D
15. Ability to communicate effectively with internal and external stakeholders	D
16. Sound photography and videography skills	D
17. Experience of designing the user experience , from concept to implementation	D

Other Information

Health and Safety - all employees must comply with the requirements of the Health and Safety at Work Act 1974 and affiliated regulations. Employees are also required to comply with the college's Health and Safety Policies and take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts or omissions. Where the college has a statutory duty with regard to health and safety employees are required to co-operate with the college and its managers and officers so far as is necessary to enable the college to meet that duty. This includes using equipment and substances in accordance with training and instruction and the reporting of serious dangers to your own or others' safety.

The College operates a smoke-free policy and the post-holder is prohibited from smoking in any of the College's buildings, enclosed spaces within the buildings, and College vehicles. Staff will not be released for a break that is specifically for smoking.

Equality – the postholder must be committed to the college's Equality and Diversity Policy and advancing equality through our Equality Objectives.

Annual leave – the postholder will be entitled to 23 days annual leave per annum, plus three compulsory closure days between 25 and 31 December.

Performance – the postholder will be required to participate in performance reviews and undertake a plan of training where necessary.

NewVic supports the professional development of its staff. The strong team culture in the college provides a stimulating environment in which to develop your skills. Development needs are discussed during the appraisal process and there is a generous budget for staff development requests that support team and college objectives.

There is an induction programme for new staff.

Confirmation of appointment is subject to a satisfactory 10 month probation period.

The post holder will be required to adhere to College policies and procedures.

This post is eligible for membership of the Local Government Pension Scheme (LGPS).

In addition to the responsibilities listed above, all employees must be adaptable in their approach and undertake other duties that are commensurate with postholder's level, wherever they may be, to achieve the objectives of the College.

The post holder will be required to have a clearance from the Disclosure and Barring Services. Criminal convictions will only be taken into account when they are relevant to the post.

We are committed to safeguarding and promoting the welfare of children and young people and expect all staff to share this commitment and participate in statutory training.

- **Useful websites**

NewVic

www.newvic.ac.uk

The college's own website

The 2015 Ofsted inspection report on NewVic

<http://www.newvic.ac.uk/news/publications/Ofstedinspection2015.pdf>

Newham Council

www.newham.gov.uk

The website of Newham Council