JOB DESCRIPTION

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| --- | --- | --- | --- |
| Designation: | Web Officer | Grade: | PO2 |
| Reports to: | Change and Innovation Manager | Grade: | PO8 |
| Directorate: | Corporate | Section: | Technology and Change |

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# Main purpose of the job:

* To ensure the Council’s customer-facing digital products (corporate website, online forms, portals, Intranet) are supported, maintained and developed to support the Council’s key priorities and digital service delivery
* To assist, train and support colleagues and devolved authors on web-related subjects and systems

# Summary of responsibilities and personal duties:

## Website maintenance and development

* To develop and deliver suitable content for the Council’s website, including its online forms, and source graphics and pictures where appropriate.
* To contribute to the development of the look and feel of the website and other UX-related projects in accordance with corporate style guidelines and best practice.
* To contribute to user acceptance testing as part of the Council’s online form and webpage development.
* To provide analytical reports for sections of the website.
* To contribute to web components development and refinements, using front-end web technologies, ensuring the web platform meets technical and accessibility standards.
* To contribute to new web functionality specifications, log support and development tickets for web contractors and developers and test the deployed code.
* To respond to customer web enquiries and web-related complaints, and support colleagues in other teams dealing with feedback on website and online transactions.
* To support development, train content owners and maintain functionality and look and feel of Intranet.
* To work with CRM and other form developers and Communications Team to test and edit content on online transactions under the direction of the change and innovation manager.

## Project work

* To undertake project roles within the Digital Services Team.
* To participate in discovery workshops and other service transformation meetings, and record content requirements for webpages and online forms.
* To contribute to the development of complex online service applications under the direction of the change and innovation manager.
* To user test online forms and website sections that are being developed or reviewed.
* To provide analytical reports for project teams around usuage of website sections that are undergoing transformational project work.

## Support

* Deputise as required for the change and innovation manager.

## Team:

* To develop and maintain good working relationships with other council staff, members and external contacts.
* To attend and contribute to meetings of the Digital Services Team.
* To liaise with other members of the Digital Services Team.

## Equal opportunities and other responsibilities:

* Be committed and take action to promote equal opportunities and diversity in your work.
* Ensure that safe working practices are adhered to, in compliance with Health & Safety policies and practices.
* Assist in carrying out the Council's environmental policy within the day-to-day activities of the post.
* Take responsibility for your own learning and development to ensure that you are able to enhance your skills and achieve your potential.
* Participate actively in all processes linked to the Council’s performance and evaluation scheme.
* Carry out other tasks as may be reasonably required within the scope and grade of the post.

**Grade and numbers of immediate subordinates 0**

**Number of staff supervised by this Officer 0**

JE SCHEME FACTOR LEVELS AS AT: May 2008

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Supervisory  Responsibility | Creativity | Contacts | Decisions | Decisions Conseq. | Knowledge & Skills | Work Context Demands | **Work Context**  Environment |

**Consideration will be given to restructuring the duties of this post for a disabled postholder**

# PERSON SPECIFICATION

* JOB TITLE: Web Officer
* DEPARTMENT: IT and Change / Digital Services
* GRADE: PO2 (under review)

## Note to candidates

The person specification is a picture of the skills, knowledge and experience needed to carry out the job. It has been used to draw up the advert and will also be used in the shortlisting and interview process for this post.

Those categories marked 'S' will be used especially for the purpose of shortlisting.

If you are a disabled person, but are unable to meet some of the job requirements specifically because of your disability, please address this in your application. If you meet all the other criteria you will be shortlisted and we will explore jointly with you if there are ways in which the job can be changed to enable you to meet the requirements.

### Knowledge

* Knowledge of best practice on the web including developing and iterating user journeys, usability and accessibility. S
* Good working knowledge of HTML and CSS. A good understanding of JavaScript, XML/XSLT and other modern web technologies and standards. S
* Understanding of the issues of managing the reputation of the organisation whilst maintaining transparency and openness. S
* Knowledge of activities and operations of local government. S
* Knowledge of web analytics concepts and software (Google Analytics).

### Aptitude

* Ability to operate in a complex and sensitive environment.
* Ability to work on own initiative, accurately, and to tight deadlines, prioritising between conflicting demands.
* Ability to deliver work to deadlines.
* Ability to work as part of a multi-disciplinary team.

### Skills

* Intermediate front-end web development skills
* Good copywriting and proofreading skills.
* Ability to write and edit copy for use on websites.

### Experience

* Experience of using content management systems (Sitecore is an advantage). S
* Experience of maintaining and writing web content. S
* Experience of training colleagues. S
* Experience of working on Microsoft platforms, including Office 365, Outlook, Word and Excel. S

### General education

* Good level of information technology education.
* Good level of literacy and numeracy with relevant experience. S

### Personal qualities

* Community and customer orientated attitude.

### Circumstances

* Able to work outside normal working hours as and when required.

### Physical

* Generally candidates must meet standard Lewisham requirements for the post.

### Equal opportunities

* Commitment to implementing the Council’s equal opportunities policies and awareness of equal opportunities issues, especially relating to online communications and services. S