

## **PERSON SPECIFICATION**

**JOB TITLE: Digital content editor**

**POST NO:**

**SERVICE AREA: Communications and Marketing Service**

### **SKILLS/KNOWLEDGE/ABILITIES**

#### **Essential**

- High standard of written English, proof reading and editing skills
- Excellent interpersonal and verbal communication skills (including the ability to communicate ICT information in plain English to non-technical audiences)
- Excellent understanding of current digital technologies, including content management systems and HTML, and a keen interest in emerging technologies (including mobile and other devices)
- Knowledge of digital best practice and trends (design, navigation, content, search engine optimisation, usability) and the management and structuring of content to meet customer needs
- Ability to train and coach staff
- Excellent attention to detail, organisational and planning skills

#### **Desirable**

- Ability to give engaging presentations and run focus groups
- Knowledge of copyright laws, Freedom of Information, data protection, accessibility and other appropriate legislation
- Understanding of style sheets and underlying web technologies

## Appendix 2: Person specification – digital content editor

### **EXPERIENCE**

#### **Essential**

- At least two years' experience of day-to-day management of websites and intranets and of delivering online strategies, digital and social media content
- Experience of writing web content tailored to different audiences that is optimised for visibility in search engines
- Experience of website/intranet development and administration, including search engine optimisation
- Experience of developing intranet based internal communications
- Experience of managing web design
- Experience of using analytics and monitoring tools to monitor and respond to customer trends and behaviours

#### **Desirable**

- Experience of using email marketing platforms
- Experience of video editing
- Experience of working in a local government environment

### **QUALIFICATION/TRAINING**

#### **Essential**

- Degree level or equivalent professional qualification/experience in the role
- Evidence of continuing professional development

#### **Desirable**

- Project management qualification or equivalent experience
- Experience of Lean processes or business process engineering