The University of Manchester

Job Description

Job Title: Digital Communications Developer

Reports To: Head of Digital Development

Organisation Unit: University of Manchester Library: Research & Digital Horizons

Date: September 2020

HERA: MAPPS-UML-R&DH-DD-F (433, Grade 6)

Overall Purpose of the Job:

To be responsible for managing and developing the Library's digital presence and digital engagement model to ensure the best possible user experience. This includes developing new web solutions using agreed technologies, managing internal customer relationships, leading on new projects, creating and delivering new content and evaluating user engagement. The role requires both strong communications and technical skills, an enthusiasm for all things digital and a desire to be part of creating an exemplar for excellent digital presence and engagement throughout academia.

Key Responsibilities:

- To contribute to an environment that values and celebrates the diverse nature of the University of Manchester's population and to take positive steps to achieve equality in the workplace and to both meet and exceed our obligations under equality legislation
- Strategy – contribute to the development of an innovative web marketing strategy in support of Library and University objectives
- Quality and improvement – ensure a dynamic approach to improvement to provide a co-ordinated, coherent and effective web presence in line with business requirements. Be responsible for the creation and implementation of Digital Strategy including governance, platforms, innovation, and best practice
- To line-manage the Web and Digital Design Developer role and develop it through training and development, empowerment and performance management
- Analysis – analyse the use of the Library website using Google Analytics, apply SEO insight and identify opportunities to improve the Library web presence
- Search - provide custom search solutions as required
- Problem-solving – support and trouble shoot and in collaboration with colleagues in DTS, offer specialist advice and support across the Library web presence
- Design and development principles – ensure that the Library's web presence meets the standards and guidelines set by the Library and University. Collaborate with colleagues in DTS to support the interface to the digital library
- Audience interaction – develop the Library's social media strategy to engage key user communities

- Digital marketing – provide consultancy to colleagues in the use of direct marketing initiatives such as email, digital advertising and pay per click
- Specialist insight - keep up to date with digital web technology and recommend products for use by the Library as appropriate; network across the web technology sphere and attend training sessions to bring back commercial knowledge and insight
- Benchmarking – routinely compare the Library web presence with other leading institutions
- New initiatives - collaborate with colleagues across the communications ad marketing division to develop code to support new designs and requirements
- Training - contribute to the coordination and development of Library website content by providing training, advice and support as required to Library colleagues
- To be responsible for compliance with and the embedding of University policies, procedures and requirements - in particular those relating to health and safety; equality, diversity and inclusion; and information governance
- Such other duties as may reasonably be associated with the grade and a role of this nature
- To work at any Library site as required
- To be flexible in relation to hours of work as may be reasonably requested from time to time
- To wear supplied Library branded clothing during defined promotional activities and special events
- To understand the specific context within which the role operates and how it relates to the wider University goals and business processes, in order to facilitate informed decision making
- To ensure the working environment reflects the University's and Library's values

Essential Knowledge, Skills and Experience:

- Possess a good standard of education, normally to first degree level standard and ideally combined with a professional qualification
- Demonstrate a strategic approach, a desire to push boundaries and an appreciation of the critical role of web technology in the marketing sphere
- Have previously worked in a marketing environment; demonstrate a good understanding of the marketing mix and the importance of customer focus / being demand-led
- Have an in depth understanding of user requirements and expectations and the ability to translate these into an agile improvement programme for the Library web site.
- Possess excellent interpersonal and communication skills, with which to motivate, inspire and convince both internal colleagues and external associates
- Possess good project management skills, particularly the ability to work under pressure and to deadlines
- Be able to analyse and refine business and functional requirements.
- Have excellent technical documentation and report-writing skills.
- Demonstrate a thorough understanding of:
(i) browser / platform compatibility and security issues
(ii) metadata standards and search engine optimisation
(iii) web usability and accessibility issues
(iv) web analytics, specifically Google Analytics
(v) relational databases and web use, particularly mySQL and SQL Server.

- Have the ability to design mock-ups and wireframes, plus experience of using Adobe Photoshop or equivalent software to generate and optimise images for use on the web
- Have advanced skills in the use of Content Management Systems, encompassing page layout and template development
- Possess the ability to present a professional image of the University at all times
- Ideally have a good understanding of the UK and international HE environment.

Desirable Knowledge, Skills and Experience:

- Experience of developing and supporting solutions using standard web technologies such as HTML4/5, CSS, Javascript, XML/XSLT
- Experience and understanding of website validation and testing.