The University of Manchester

Job Description

Job Title: Web and Digital Design Developer

Reports To: Digital Communications Developer

Organisation Unit: The University of Manchester Library

Date: January 2021

HERA: MAPPS-UML-R&DH-DD-D (353, Grade 5)

Overall Purpose of the Job:

- To lead on the design, creation and ongoing development of high-quality digital content across the Library's web estate and other key platforms in support of the Library's strategic objectives
- To develop innovative approaches to the dissemination, display and management of digital content through the utilisation of new methodologies and cutting-edge technology

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
- Design, create, develop and manage dynamic digital content, ensuring the presentation of compelling information in the most intuitive and user-friendly way and ensuring the ongoing refreshment of content across key platforms
- In collaboration with colleagues, establish, manage, measure and review the structure of messages and essential information for different audiences; tailoring messages and packaging information to meet specific user needs
- Ensure key messages and content themes are routinely tested against key stakeholder groups and to benchmark against peer institutions and 'best in class' examples
- Champion a culture of proactive digital engagement across the Library to enable the sharing of news and feature stories, to promote best practice and the benefits of working together to achieve common objectives
- Actively engage and participate in University wide digital communications networks to develop best practice, consolidate the University brand, ensure a collaborative approach and drive the digital content agenda forward
- Devise and implement a programme of social media activity to promote key Library content in the most creative and intuitive way, primarily across Twitter, Facebook and YouTube
- Develop and deliver training in digital screen content delivery
- Work with digital agencies to support the evolution of digital content and social media activity, as required
- Provide project management leadership and support to multiple, concurrent, projects within the Library, to ensure delivery on time, within budget and to a high quality

- 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

Person Specification:

Essential Knowledge, Skills and Experience

- Educated to degree level, or equivalent
- Able to demonstrate an appreciation of the pivotal role of messaging / content and an interest in creative innovation across new technology
- Experience of the exploitation of technology for digital communication purposes
- Experience in the use of content management systems
- Possess good knowledge of html
- Excellent design skills
- Excellent writing and proof-reading skills
- Possess strong problem-solving skills and the ability to evaluate alternative courses of action and formulate recommendations.
- Possess highly developed interpersonal and communication skills, with which to motivate and inspire both internal colleagues and external associates
- Demonstrate a professional manner, working positively and collaboratively with a range of colleagues from diverse backgrounds
- A tenacious, persuasive and highly visible approach
- Demonstrate evidence of delivering projects on time
- High level of IT literacy and fluency with office software and Internet communication