



Job description	
Job title	Web Content Officer
Grade	Pay Band G
Directorate	Resources
Section/team	Customer Services
Accountable to	Website Manager
Responsible for	Developing and reviewing website content
Date reviewed	April 2023

Purpose of the Job

The Web Content Officer is a new post created to shape and drive forward the council's corporate website and third-party portal content ensuring the right tone of voice, brand look, feel and messaging.

The Web Content Officer will have good knowledge and a passion for creating content, playing a key role in delivering a consistent and engaging user experience. Using evidence, data, user feedback and research, the Web Content Officer will create high-quality, user-focused content and easy to use online services.

The role involves significant liaison with colleagues in all departments and requires the ability to manage multiple requests at any one time, often working to tight deadlines.

Working closely with colleagues across the Communications, Customer Experience and Digital teams and other departments, the Web Content Officer will proactively develop content and present it in an engaging way that is consistent in tone with existing and future digital channels.

The role also involves daily monitoring of customer feedback left via the website and the contact centre, reporting urgent issues to be dealt with by services, responding to customers and making changes to the website (in consultation with services) to solve customer difficulties.

This post holder reports to the Website Manager.

Duties and Responsibilities



This is not a comprehensive list of all the tasks, which may be required of the post holder. It is illustrative of the general nature and level of responsibility of the work to be undertaken.

- Acquire and maintain a comprehensive knowledge of customer contact channels, the website transactional content and the Council's front-line services.
- Keep up-to-date with developments in relation to digital service provision through the full range of channels including pcs, mobile devices, apps, social media and web chat.
- Work with service areas and IT to produce specifications for online development and conduct testing on behalf of Customer Services.
- Contribute to all aspects of website design and content management including content input/administration and producing a range of website materials for the Council.
- Liaise regularly with Council Departments to build strong relationships. Collaborate to make sure that any content created meets user needs and the council's objectives.
- Create and commission engaging and informative content (covering all aspects of the Council's website offer) ensuring that content is written and edited to the corporate style and exacting standards of accuracy.
- Ensure content adheres to appropriate policy and legal requirements, and that necessary checks happen before publishing.
- Develop content plans to ensure an excellent online user journey through the creation of copy, and where necessary, the use of video and photography.
- Develop and use different methodologies and approaches to research and data gathering.
- Help to drive forward website content and use, and seamlessly embed it in all aspects of customer contact.
- Identify areas for improvement in online channels to maximise efficiencies, reduce avoidable contact and give an excellent user experience.
- Carry out day-to-day maintenance and monitoring of the website, investigating areas of complaint and non/poor performance.



- Use systems reporting to ensure all content is regularly reviewed so that it remains accurate, relevant, and up to date.
- Support content owners by providing training and support.
- Understand and anticipate customer demand for web services.
- Build strong relationships with officers, members, and external partners.

Health and Safety

- To use equipment as instructed and trained.
- To inform management of any health & safety issues which could place individuals in danger.

Data Protection and Information Security

- Implement and act in accordance with the Information Security Acceptable Use policy and Data Protection Policy,
- Protect the council's information assets from unauthorised access, disclosure, modification, destruction, or interference.
- Report actual or potential security incidents.

Knowsley Better Together – Staff Qualities

The following qualities have been adopted by the Council and apply to all employees. You are expected to embrace and display these qualities. Your line manager will discuss your behaviour with you, during your My Time and My Time Extra meetings.

- **Integrity.** You are required to be open and honest, maintain high standards of personal behaviour and display strong moral principles.
- **Accountability.** You must take personal responsibility for your actions and decisions and understand the consequences of your behaviour.
- **Communication.** You must listen and talk to others, taking account of other people's points of view. You should share information and strive to work together.
- **Respect.** You must treat people with care and dignity, observing the rights of other people, and helping and supporting others where you can.