



Person specification			
<b>Post title</b>	Web Content Officer	<b>Grade</b>	Pay Band G / SCP 19-22
<b>Service Area</b>	Resources	<b>Section/team</b>	Customer Services

Shortlisting Number	Criteria	Essential\Desirable	Method of assessment
<b>Skills, knowledge, experience</b>			
S1	Experience and knowledge of content management systems such as Drupal and SharePoint, as well as MS Office.	Essential	A
S2	Working knowledge of accessibility guidelines for the web.	Desirable	A/I
S3	Project management capability, including the ability to coordinate a number of projects simultaneously and adapt to changing priorities.	Essential	A/I
S4	Awareness and knowledge of web standards, current best practice, and accessibility initiatives.	Essential	A/I
S5	Able to design content to meet user needs and make complex language and processes easy to understand.	Essential	A/E
S6	Excellent proofreading/copy-editing skills with a strong understanding of SEO and accessibility requirements.	Desirable	A/E
S7	Experience using analytics, user feedback, user research and other sources of information to improve content.	Desirable	A/I
S8	Able to work on and help to implement content strategies, as well as helping to improve processes.	Essential	A/I
S9	Able to demonstrate knowledge about the latest and emerging digital content and user experience techniques.	Desirable	A/I
S10	Understanding of data protection and information governance principles and their application to digital projects.	Essential	A/I
S11	Experience of a complex organisational environment.	Desirable	A/I
S12	Ability to work under pressure, to prioritise tasks and deliver to strict deadlines.	Essential	A/I

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S13	Excellent writing and communication skills, including the ability to make complex information accessible to a wide range of audiences.	Essential	A/E
S14	Ability to prepare and present information clearly and accurately including experience of writing reports.	Essential	A/I
<b>Personal attributes and circumstances</b>			
P1	Integrity - ability to be open and honest, to maintain high standards of personal behaviour and display strong moral principles	Essential	I
P2	Accountability - willingness to take personal responsibility for your actions and decisions, and to understand the consequences of your behaviour	Essential	I
P3	A demonstrable willingness to share information and work with other people.	Essential	I
P4	Respect - a strong desire to treat people with care and dignity, observing the rights of other people, and helping and supporting others where you can	Essential	I
<b>Qualifications</b>			
Q1	Level 3 qualification or equivalent experience in writing & editing for the web, presenting, project management and group coordination.	Essential	A
<b>Health and safety</b>			
H1	Ability to use equipment as instructed and trained Ability to inform management of any health and safety issues which could place individuals in danger	Essential	A

**A** = Application form   **C** = Certificate   **E** = Exercise   **I** = Interview   **P** = Presentation   **AC** = Assessment Centre   **T** = Test

Date	Approved by authorised manager	Designation
12/05/2023	Adam Wheatley	Website Manager

**Where the post involves working with children, in addition to a candidate's ability to perform the duties of the post, the interview will also explore issues relating to safeguarding and promoting the welfare of children, including:**

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- **Motivation to work with children and young people**
- **Ability to form and maintain appropriate relationships and personal boundaries with children and young people**
- **Emotional resilience in working with challenging behaviours**
- **Attitudes to use of authority and maintaining discipline**

We have a positive attitude to the employment of disabled people and guarantee an interview to those who meet **all** the necessary criteria of the person specification.

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