Job Summary

Post Title	Content Editor	**Pay Grade**	4
Service Area	Website Operations	**Line Manager**	Website Product Manager
Location	Walton Street/The Gateway	**Job Family**	Digital/Business Operations
DBS Check Required?	No		

Section 1: Job Purpose and Job Context

To update, improve and produce digital content across Buckinghamshire Council web platforms and to create and maintain online processes based upon user needs.

To understand and follow the GOV.UK design standards, public sector accessibility requirements and advise departments of their impact.

To produce content based upon user research and website analytics.

Section 2: Main Responsibilities and Duties

- Edit content using our main CMS platform, Wagtail and also our intranet CMS platform, Servicenow
- Create simple and easy to read webpages
- Work to the GOV.UK design standards and understand public sector accessibility standards
- Support admin team tasks (including KPI reporting and basic analytics)
- Respond to and act upon content change requests from users and service owners via email and Servicenow
- Simplify complex council-wide language and processes on our websites for our residents to understand
- Ensure that web content is kept accurate, accessible, and published efficiently in line with council's approved guidelines and standards
- Provide support for the Senior Content Editor and wider web team

Section 3: Values and Behaviours

We expect your values and behaviours to reflect the values of the organisation:

Proud

- Perform to your best every day
- Cares about delivering the role and setting high standards
- Upholds the reputation of the service and the wider Council

Ambitious

- Ambitious to learn, develop and fulfil potential
- Ambitious to do things better
- Solution focused looking for suitable resolutions

Collaborative

- Effectively engages with others sharing ideas and solutions
- Able to look at things from different perspectives
- Happy to work with others to achieve outcomes

Trustworthy

- Accountable for actions
- Behaves professionally and to professional standards
- Quick to respond and show initiative

The following criteria will be assessed from information provided on your completed application form, during the shortlisting and assessment process, and from your references.

Section 4: Knowledge, Skills and Experience (taken from role profile)	**Job Specific Examples**	**Essential**	**Desirable**
Experience in producing online content using a Content Management System	Wagtail and Servicenow		✓
Ability to write content with a user centered mindset		✓	
Able to support the wider team on larger digital projects		✓	
Able to manage day to day working and prioritise conflicting tasks, based upon user impact and organisational urgency	Using the teams task system to understand which requests need to be worked on first	✓	
Ability to edit complex content to produce clear and concise content based upon user needs		✓	
Understands the varying digital literacy and access needs of our users		✓	
Understanding of GOV.UK design systems			✓
Experience in local government or a public sector environment			✓
Understanding of public sector accessibility standards and usability best practice			✓
Use analytics and user research tools to inform and prioritise new content	Siteimprove, Google Analytics		✓
Good IT literacy across a wide range of applications Including CMS, Graphics, HTML and CSS.			✓
Qualifications		**Essential**	**Desirable**
Educated to A Level/HNC standard or equivalent		✓	
Educated to degree level or equivalent			✓
Professional qualification			✓
Other Requirements		**Essential**	**Desirable**
(e.g. full driving license if it is a genuine occupational requirement of the role)			

This job summary is not intended to be exhaustive, and it is likely that duties may be altered from time to time in the light of changing circumstances, in discussion with the post holder. This job summary is intended to provide a broad outline of the main responsibilities only. The post holder will need to be flexible in developing the role with initial and ongoing discussions with the designated manager.

Additional Information for Job Evaluation

The information provided hereafter is required for job evaluation purposes only, and does not form part of the job summary and should be removed prior to using the job summary for recruitment advertising or selection processes.

Job Family		**Anticipated Grade**	4
New Role	No	**Anticipated Role Profile Ref**	
Post number(s)		**If not a new role, what is the legacy council?**	BCC
If a previous BCC post, please provide the original job evaluation number if possible.		91126809	

Communicating and Influencing

Which of the following components is likely to be required of the job holder (tick all that apply):

✓	**Component**	Activities	End Result
✓	Courtesy	Communicating skills less important than procedural skills. 'Getting along' with people effectively.	Customer/contact is well treated
✓	Tact		
✓	Provide information		
✓	Understand	Uses technical knowledge to cause action or acceptance. Group leaders/technical supervisors/technical negotiators	Action or acceptance
✓	Influence		
	Rational arguments		
	Develop	Skills critical in changing behaviour of others. Most managers/negotiators/mediators	Behavioural change
	Motivate		
	Inspire		

With whom does this role have regular work contact? (e.g., internal/external customers, clients, senior managers, members, partnership organisations, external bodies)

Internal customers and some members of the public, communications team, partner organisations' digital teams, external suppliers, ICT

Which key stakeholders does is role have to work with to be successful? (if same as above please state).

Internal customers and some members of the public, communications team, partner organisations' digital teams, external suppliers, ICT

Planning

What sort of deadlines does this role work to? (tick all that apply):	✓	**Job Specific Examples**
Short term (1-6 months)	✓	Managing the teams mailbox to the agreed Service Level Agreement with Business Units (5 days)
Medium term (up to 12 months)	✓	Work with Service area to edit web content for service area based upon user need.
Long term (1 year plus)		

Forward planning requirements (tick all that apply):	✓	**Job Specific Examples**
Up to 3 months	✓	Prioritise workload based upon urgency of requests. Schedule larger projects to be delivered within a defined timeframe.
1 year		
3-5 years		

Problem Solving

Job holder will: (tick the closest fit, please do not select more than one option):	✓
Work with exact instructions, with minimal or no latitude to deviate from these	
Work with specific instructions and standards, with some predefined options to choose from	
Work with well defined, somewhat diversified procedures, with the requirement to prioritise and organise work	✓
Be told what to do with options on how, post holder will have choice over which procedures to use and in which order to use them	
Be told what to do, free to think about how, post holder will need to develop procedures and processes	
Be told what to do in very broad terms, post holder will need to develop plans, set priorities, and develop processes to achieve objectives	

Job holder will use the following thought processes: (tick all that apply):	✓	Overview
Recognise/recall	✓	'This is the answer'
Sort	✓	'Which is the answer?'
Search	✓	'Where is the answer'
Analyse	✓	'Is this the right question?'
Interpret		
Evaluate		

Decision Making and Accountability

Level of supervision will be (tick the closest fit, please do not select more than one option)**:**	✓
Closely controlled on a continuing or hourly basis	
Controlled, less stringent, allows scope to follow standing instructions until told otherwise	
Standardized. Supervisor checks in both on a periodic basis and after the fact.	
Generally regulated. Review may be at the end of the day or week and is after the fact. Assignments specify both 'what' and by 'whom'	✓
Clearly directed. Achieves objectives within approved plans. Post holder determines 'how' and 'when'. Monthly/annual focus.	
Generally directed. Establishes end results and annual objectives for service/directorate. Takes action and commits resources.	

If this role manages a budget, please state the size of the budget:

None

How many direct reports does this job have in its reporting line? (if none please state). **Please also indicate the grade/range of the direct reports and which legacy organisation's terms this relates to.** *(e.g., 2x Range 3 BCC, 1x Range 2 AVDC, 1x Range 4 WDC)*

None

How many indirect reports does this job have in its reporting line? (if none please state)

None

If the role does not manage/monitor a budget or manage staff, please indicate the nature of the role choosing the closest fit from the below options.

Description: (tick the closest fit, please do not select more than one option)	✓
Ancillary - Provides incidental support services, which may include simple tasks such as filing, cleaning for example	
Supportive - Provides support service usually of an informational/recording nature within a department, OR operates/maintains secondary or support equipment or machinery	
Operational - Provides a support service of a facilitating or interpretative nature across one or several departments OR operates/maintains major technical equipment OR coordinates practical/personal support services, typically through others to groups of clients	✓
Analytical – Provides a specialized service, usually of an analytical, diagnostic, and advisory nature OR operates/maintains critical, highly complex equipment or systems that are core to the business	
Guiding – Leads an identifiable area of activity such as employee teams/projects within well-defined parameters OR provides advice and guidance within an area of expertise at the framework/policy development level	
Effecting – Delivers results from operations comprising multiple related teams performing diverse activities OR ensures the delivery of strategic programs OR leads the provision of functional policies and frameworks that enable organisational performance	

What are the top three key decisions this role would be responsible for?

1. Identifying urgent requests from service areas and prioritising accordingly

2. Reviewing submitted content and rewriting text according to content strategy

3. Suggest accessible solutions for web content to service areas

What decisions are referred to the line manager?

1. Requests that fall outside of content strategy

2. Escalate complaints raised by service areas over content requirements

3. Security and contract issues with the website

Re-Evaluations
Responsibility has now expanded to include experience of 6 separate websites and content management systems. Added reference to using GOV.UK design standards and further emphasis on accessibility standards.

Any other information
Please use this area to provide any other relevant information that is not covered elsewhere.

Please add an organisational structure chart to the job evaluation request if this is available.