

Content Editor

Basic information

Scale: 1

Job family: External and Customer Services

Terms: 1 year fixed term (maternity cover)

Location: Cheltenham

Reports to: Senior PR & Content Manager

Direct Reports: N/A

Team: PR & Content

Business unit: Sales & Marketing

Date reviewed: January 2021



Job purpose:

Responsible for creating and managing content publishing on the UCAS.com website and supporting other operational and commercial communications and marketing activities across all of our audiences and channels.

Key accountabilities:

- Use the Drupal CMS to build and publish content, ensuring it is kept up-to-date, engaging, in an appropriate tone of voice for its target audience, and accurately reflects current products, services, relevant news, and information to the best possible advantage (measured by customer satisfaction and feedback).
- Deliver content development and deployment for the UCAS website, providing an audit trail of content changes.
- Provide coverage for both the editors' and website inboxes, and consistently meet the Editorial Team's SLAs.
- Deputise in the management of the Editorial team rota to provide coverage for both the editors' and website inboxes during the absence of the line manager. This is to ensure it is fit for purpose, effective, and allows the Editorial Team to meet and exceed its SLA.
- Support the delivery of an easy to use, enjoyable, and fulfilling online experience for all users on ucas.com, through reviewing and updating content, working with internal and external stakeholders where appropriate.
- Ensure consistency of customer experience is adhered to across platforms and through all written communications, meeting brand and style guidelines, and ensuring all content is in line with all other related communication materials.
- Help develop the UCAS style guide and content publication processes.

- Own the editorial processes (including proofreading) for all allocated guides and web content.
- Organise and provide editorial and proofreading support for UCAS materials and communications.
- Edit, review, and publish information and advice content, liaising with internal and external stakeholders as appropriate.
- Work with internal stakeholders to manage the coordination, sign off, and delivery of material for UCAS email communications to specific audiences.
- Contribute to the collection, collation, and communication of customer needs, insight, and feedback, so it informs ongoing I&A content development and enhancement to the I&A service.
- Work with the Senior PR & Content Manager, marketing channel managers, audience experience teams, and relevant internal stakeholders to maintain ongoing content strategies for the UCAS website, and to support customer satisfaction score KPIs.
- Mentor and train new members of the Editorial team to enable them to deliver proofreading, editing and web content updates to the agreed SLA.

Skills, qualifications, and experience:

- Excellent writing, editing and proofreading skills with the ability to present complex information in a concise style for multiple audiences
- Experience of writing for websites and managing a website CMS
- Excellent communication, interpersonal and organisation skills
- Good negotiating skills with third-party authors, editors and sponsors
- Experience of prioritising workloads across a team
- Sound working knowledge of Microsoft Office applications and HTML
- Analytical and numerical skills
- Ability to work on own initiative
- High attention to detail

This role profile sets out the scope and main duties of the post at the date when it was drawn up. Such details may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the level of the post. All UCAS employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.

Our values in action:

Customer-focused – We understand what our customers want, and we act on their changing needs.

Collaborative – We collectively create an engaging and positive work environment.

Accountable – We take ownership of our individual and organisational performance.

Service excellence – We realise, grow, and maximise our potential.

Trusted – Individuals are trusted to make informed decisions and take appropriate risks.