



UNIVERSITY OF LEEDS

CANDIDATE BRIEF

Content Editor and Writer, Communications



Salary: Grade 6 (£27,511 – £32,817 p.a.)

Reference: CSCOM1051

Fixed-term for five months due to specialist skills/project for a limited period

2 roles available

We will consider job share and flexible working arrangements

Content Editor and Writer

Web Accessibility Project, Communications

We are looking for two experienced content editors to join a project to improve the accessibility of University websites. You will join a project team which is updating a set of high priority websites to help the University meet new public sector website accessibility legislation and also migrate content into our core web content platform. Are you able to structure, write and edit clear, concise web content and be able to tailor it for differing audience needs? Are you confident editing and selecting photography and other assets?

Experienced in using a content management system, you will also be familiar with web accessibility standards and ensure content is accessible. An understanding of web analytics and content design will help you have informed conversations with stakeholders about structuring their content.

Although you will be able to work independently, manage priorities and meet deadlines, you will also know the importance of engaging with colleagues to achieve the best possible results.

You will have strong proof reading skills and will be comfortable making editorial recommendations on content structure and priorities.

What does the role entail?

As a Content Editor and Writer your main duties will include:

- Acting as an editor and writer for the University's web accessibility project team;
- Gaining a thorough understanding of the audiences of the University's websites and ensure content for the updated website targets these audiences effectively, working with internal stakeholders to agree the structure and content of the site with the University's web design system. This includes using knowledge of other channels, eg social media, and their relationship with Leeds' websites;
- Editing and where necessary writing clear, articulate web copy for audiences including staff, students and external audiences. Where necessary, this will involve simplifying complex information in order to make it more accessible;
- Planning, structuring, prioritising and editing existing web copy within the University's content management systems;



- Training and providing guidance to staff contributing to websites [in the University content management system](#) by ensuring contributors are briefed on writing style, how the CMS works, understand the role of IT, understand the appropriate use of photography and that they update their content on a timely basis;
- Building effective relationships with key stakeholders for [websites in scope of the project](#) to ensure the site reflects user needs and is aligned with priorities for site owners;
- Using digital good practice, market insight, website analytics to propose developments for the website to ensure it continues to meet the expectations of users and needs of the University;
- Be aware of both the internal and external environment the University operates within and ensure content is written mindful of these challenges.

These duties provide a framework for the role and should not be regarded as a definitive list. Other reasonable duties may be required consistent with the grade of the post.

What will you bring to the role?

As a Content Editor and Writer you will have:

- Excellent writing and editorial skills - specifically skills in structuring, writing and editing for different audiences, and for the web with an understanding of other digital channels (eg social media);
- Understanding of web accessibility standards (WCAG 2.1 AA) and the implications for web content;
- Understanding of evaluation tools, including Google Analytics and heat maps to inform improvements to content and help stakeholders understand how websites are used;
- Able to simplify complex, challenging information, and adapt writing style to ensure copy appeals to different audiences' needs, if necessary;
- Outstanding attention to detail and excellent proof reading skills;
- Experience in writing for a number of different genres eg case studies, news articles, and process explanations;
- Excellent planning and organisational skills, with the ability to prioritise effectively and managed your own workload to support the project;
- Flexibility - able to work effectively under pressure and to demanding deadlines;



- Excellent communication skills – able to relate to different groups of people and tailor communications for different audiences;
- Self-motivated, able to work independently and also within a team;
- Able to negotiate with and influence colleagues at all levels to ensure compliance and consistency, showing diplomacy and sensitivity.

You may also have:

- Technical understanding of websites and content management;
- Experience of content management software, especially Jada;
- Experience of working within the University and a good understanding of how different services, departments, faculties and schools operate;
- Experience of working in a large, complex organisation and understanding communication challenges this brings;
- Continued professional development in copy writing, writing or journalism.

How to apply

You can apply for this role online; more guidance can be found on our [How to Apply](#) information page. Applications should be submitted by **23.59** (UK time) on the advertised closing date.

Contact information

To explore the post further or for any queries you may have, please contact:

Hannah Love, Head of Digital Communications

Tel: +44 (0)113 343 4100

Email: h.e.b.love@leeds.ac.uk

Additional information

Working at Leeds

Find out more about the benefits of working at the University and what it is like to live and work in the Leeds area on our [Working at Leeds](#) information page.



Candidates with disabilities

Information for candidates with disabilities, impairments or health conditions, including requesting alternative formats, can be found on our [Accessibility](#) information page or by getting in touch with us at disclosure@leeds.ac.uk.

Criminal record information

Rehabilitation of Offenders Act 1974

A criminal record check is not required for this position. However, all applicants will be required to declare if they have any 'unspent' criminal offences, including those pending.

Any offer of appointment will be in accordance with our Criminal Records policy. You can find out more about required checks and declarations in our [Criminal Records](#) information page.

