

NIHR RESEARCH DELIVERY NETWORK COORDINATING CENTRE WEBSITE CONTENT MANAGER



Salary: Grade 7

Reference: MHNCC1701

Website Content Manager (NIHR)

Reports to: Content and Social Media Lead (NIHR)

Your formal line manager will be the Content and Social Media Lead (NIHR) and you will have a professional reporting line to the NIHR Head of Digital Communications, hosted by the NIHR Evaluation Trials and Studies Coordinating Centre (NETSCC)

Overview of the Role

The National Institute for Health and Care Research (NIHR) Research Delivery Network Coordinating Centre (RDNCC) is hosted by the University of Leeds and, alongside 12 Regional Research Delivery Networks (RRDNs) hosted by NHS organisations across the country, forms the NIHR Research Delivery Network (RDN).

The NIHR RDN operates as one unified organisation across England, balancing regional context, expertise and leadership with national coordination and strategy involving government policymakers. The RDNCC works across England's health and care system, with staff in all settings, to support the effective and efficient initiation and delivery of research.

The NIHR is funded through the Department of Health and Social Care (DHSC) to improve the health and wealth of the nation through research. The NIHR is a large, multifaceted and nationally distributed organisation.

This role is part of a central communications team that works closely with NIHR national Coordinating Centres, and senior officers of the Department of Health Science, Research and Evidence Directorate and your activity is informed by and agreed with the DHSC.

You will be responsible for supporting the Head of Digital Communications (hosted by NETSCC) to deliver commitments in the annual website plan and optimise team systems and processes. Working in partnership with colleagues from corporate and centre communications teams, the wider website team, the Digital Data and Technology (DDaT) team and the IS provider team you will support business colleagues to develop content that meets user requirements.

As part of the central communications team for NIHR you will work closely with colleagues in coordinating centre communications teams. You will work collaboratively with individuals and groups across the NIHR and with external stakeholders in a host of settings.



You will bring proven experience writing high-quality, engaging digital content, strong SEO knowledge and an audience-focused approach to content creation and copywriting. Skilled in using CMS platforms (Drupal desirable), and evaluation and analytics tools you will be highly organised, collaborative, and able to juggle competing priorities.

You will work collaboratively with colleagues within the RDNCC, wider RDN and across the NIHR and liaise with other stakeholders as required. You will support the operational delivery of organisational change, providing mutual support to colleagues and will be positive and flexible in the way you approach your work.

This role will be based in the RDNCC office on Queen Street, Leeds. We work in a hybrid way with an expectation that all RDNCC staff spend at least 40% of their time office based for the benefit of all staff to ensure collaboration and positive working relationships. We are also open to discussing other flexible working arrangements.

The University of Leeds hosts the RDNCC which means that all RDNCC staff are employees of the University.

TRAVEL REQUIREMENTS

This role requires national travel.

As part of the RDNCC's commitment to inclusion and equity of opportunity, our shortlisting stage is undertaken with names removed from job applications. Please do not include identifiable information in uploaded documents, file names or free text fields (e.g., names, photos, contact details) other than those specifically requested in the personal details section.

DUTIES AND RESPONSIBILITIES

Common duties and responsibilities for RDNCC Grade 7 roles

- Ensure the effective coordination and delivery of key activities and projects within the function in line with organisational policies and priorities.
- Support the management and coordination of the function's resources, recruiting, training and managing staff and providing input into the function's service improvement plans and strategic objectives.



- Providing operational oversight, support, and professional expertise, both within the team and to stakeholders.
- Producing high quality plans, briefing documents and/or reports for stakeholders and decision makers and/or for project or programme boards, including the analysis and presentation of data and management information.
- Working collaboratively with colleagues from corporate and centre communications teams, wider website, Digital Data and Technology (DDaT) team, IS provider team and stakeholders across the NIHR and externally. Facilitate discussions and actively participate in groups and meetings in order to influence discussions, events and opinions to achieve operational objectives.
- Make independent decisions, advise colleagues and senior leadership and lead or proactively input into service improvement initiatives to support the achievement of operational objectives and future direction. Identify opportunities, risks and optimal solutions to problems, analysing options and considering precedent to determine the best course of action.
- Demonstrating personal leadership in terms of being focussed, flexible, professional, motivated and personally effective.

Duties and responsibilities specific to this role

- Support the NIHR Head of Digital Communications (hosted by NETSCC) to plan and deliver ongoing website development and content projects in line with strategic priorities.
- Take responsibility for onsite and offsite search engine optimisation (SEO), optimising web content and campaigns for SEO.
- Contribute to the planning and implementation of a programme of user testing to improve website usability, accessibility and information architecture.
- Help to analyse and report on the value of digital content and campaigns, using a variety of website tools including Google analytics.



- Create written and multimedia content that is accessible, engaging and user-driven, and conforms to NIHR's visual identity, house style and desired tone of voice.
- Develop the skills of communications colleagues in areas such as writing for web, SEO, analytics and accessibility, by providing and/or sourcing training and developing guidance documents.
- Working with website developers, DDaT team and IS provider team to plan, test and implement new functionality and features.

Other duties

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.

KNOWLEDGE, SKILLS AND EXPERIENCE

Essential requirements for RDNCC grade 7 roles

- The ability to support organisational change and transformation programmes in a positive and proactive way, and to provide mutual support and motivation to colleagues through substantial organisational and cultural change.
- The ability to develop operational plans that will support delivery of objectives and priorities.
- Creative, flexible, and self-motivated with the ability to work and deliver to deadlines and manage competing priorities.
- The ability to work collaboratively, with evidence of successfully developing and maintaining effective working relationships with colleagues and stakeholders at all levels.
- Communication and interpersonal skills with the ability to articulate priorities and effectively engage and influence others.



- The ability to effectively analyse problems and data to present solutions and information in a meaningful way to a diverse range of decision makers and stakeholders.

Essential requirements specific to this role

- Understanding of accessibility legislation and experience in information architecture, search engine optimisation (SEO), user testing and analytics.
- Experience of using content management systems and of optimising web content to meet corporate and user requirements with an excellent understanding of how to improve SEO rankings, including keyword selection, link building and resolving broken links.
- Excellent writing and editing skills, with the ability to make complex information engaging and accessible.
- Experience of producing reports and analysing data using Google Analytics to drive continuous improvement.



Additional information

NIHR Research Delivery Network

The National Institute for Health and Care Research (NIHR) is funded by the Department of Health and Social Care (DHSC). NIHR works in partnership with the NHS, universities, local government, other research funders, patients and the public. The NIHR funds, enables and delivers world-leading health and social care research that improves people's health and wellbeing and promotes economic growth. NIHR is a major funder of applied health research in low and middle-income countries. Further information on the NIHR can be found at www.nihr.ac.uk.

As part of NIHR, the Research Delivery Network (RDN) supports the effective and efficient initiation and delivery of funded research across the health and care system in England for the benefit of patients, the health and care system and the economy. The scope and purpose of RDN is to support:

- Clinical trials and other well-designed health and social care research studies (including studies that are delivered outside of an NHS setting);
- Public health studies that require the recruitment of individuals within an NHS setting (that is, acute, ambulance, mental health, community or primary care) or an episode of care which involves contact with the NHS.

The whole of England will be supported through 12 NIHR Regional Research Delivery Networks (RRDNs). The RRDNs will work with the national Research Delivery Network Coordinating Centre (RDNCC) to provide a joint RDN leadership function so that the NIHR RDN as a whole functions as a single organisation with a shared vision and purpose across England.

The University of Leeds is the provider of the RDNCC, working with and on behalf of DHSC. The University will be the employer for this role.

Working at Leeds

You will be employed by the University of Leeds with access to the same benefits as all of our staff. You will be based at the RDNCC office on Queen Street, Leeds.

Regular in-person interaction is an expectation of all roles in line with service needs and the requirements of the role and we expect all RDNCC staff to spend at least 40% of their time office based. We are also open to discussing other flexible working arrangements.

To find out more about the benefits of working at the University and what it is like to live and work in the Leeds area visit our Working at Leeds information page.



University of Leeds

At the University of Leeds, we are committed to providing a culture of inclusion, respect and equity of opportunity that attracts, supports, and retains the best students and staff from all backgrounds. Whatever role we recruit for we are always striving to increase the diversity of our community, which each individual helps enrich and cultivate. We particularly encourage applications from, but not limited to Black, Asian, people who belong to a minority ethnic community; people who identify as LGBT+; and disabled people. Candidates will always be selected based on merit and ability.

Information for disabled candidates

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

Criminal record information

Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975

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.

Visa Eligibility

Please note that this post may be suitable for sponsorship under the Skilled Worker visa route but first-time applicants might need to qualify for salary concessions. For more information please visit: www.gov.uk/skilled-worker-visa

