Web Content Editor

Role Description

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| Salary grade: |  | C |
| Reference number: |  | WCE |
| Team: |  | Communications |
| Reporting to: |  | Head (Communications) |
| Line managing: |  | No line management responsibility |
| Location: |  | This role can be based at any one of the Arts Council of Wales offices in Cardiff, Colwyn Bay or Carmarthen. |
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The Arts Council of Wales

Arts Council of Wales is an independent charity, established by Royal Charter in 1994. It is a Welsh Government Sponsored Body whose members are appointed by the Welsh Government.

The Welsh Government provides the majority of our funding. We also distribute funding from the National Lottery and raise additional money for the arts where we can from a variety of public and private sector sources.

We’re ambitious for the arts in Wales. Our vision is of a creative Wales where the arts are central to the life and well-being of the nation, making our country an exciting and vibrant place to live, work and visit. The success of our vision depends on the imagination and creativity of our artists, the quality of their work and the efforts made to reach out to and inspire audiences. We work to create the environment in which ambitious, enterprising artists can grow and flourish and where as many people as possible enjoy and take part in the arts.

### Our values

As a public body we’re expected to uphold the highest standards of accountability and openness. We also value creativity and innovation. Our staff often work together in groups and teams to achieve our programmes of work. We place particular emphasis on flexible, collaborative working and support our staff to nurture and develop these skills.

### About this role

One of the responsibilities of the Arts Council is to provide accurate, accessible information about its policies, activities and services. The primary medium for communicating with a diverse public is the Arts Council’s website. The Web Content Editor maintains an editorial overview of the content and quality of our websites, achieving a positive and consistent approach to internal and external communications on our internet and intranet sites. The Web Content Editor safeguards the Arts Council’s reputation and brand on social media platforms.

### Principal responsibilities

Web Management – manages, reviews and coordinates all content design and information for use on our web sites

Maintenance – manages the metadata and information structure of the website and intranet:

* monitoring and reporting on functionality and performance
* ensuring that information is current and up to date
* liaising with ICT colleagues (as necessary) regarding the performance of the website and intranet
* providing reports on web traffic and usage

Social Media - Be the creative vision behind all digital platforms, having editorial responsibility for production and delivery

Mailchimp/Eventbrite – manage the output of both accounts

Content – ensures that our online content reflects brand values and meets the highest possible standards of accessibility

Promotion – identifies opportunities to secure presence and profile for the Arts Council on other platforms

Development – exploits the potential of electronic communications media (including social networks) to communicate information, news and events

Reputation Management – monitors the reporting and discussion on social media of the Arts Council’s activities

Anti-Fraud Policy – is familiar with the anti-fraud policy and related guidance together with any specific responsibilities, of this role, outlined therein.

Corporate compliance – adheres to those policies that protect the Arts Council and its staff against potential exposure to reportable risks and incidents. These include Anti-Fraud, General Data Protection Regulations, Welsh Language Standards, Wellbeing of Future Generations and Cyber Security/ICT use. (Staff responsibilities are defined in the relevant Arts Council policies.)

Additional duties – any reasonable duties consistent with the above.

Knowledge, experience and attributes

We want to attract to our organisation people who have an interest in the arts, a commitment to the principles of open and accountable public service, to work with a diverse range of customers. We believe in setting the highest standards in all aspects of our work. Every member of staff is therefore an ambassador and we expect everyone to respect and uphold our reputation.

We aspire to be an innovative, forward looking organisation. We look to our staff to work collaboratively with each other to ensure that we’re efficient, effective and useful.

We take for granted that our staff will be competent in their management of routine administration and that they’ll have developed good organisational skills. So we’re particularly interested in staff who have the ability to work imaginatively and flexibly to tackle the challenges that they’ll face – staff who have the initiative and drive to thrive in a busy work environment and who derive satisfaction from achieving ambitious and stretching targets.

In addition, this role requires the following specific knowledge, experience and attributes. Applicants will be assessed against the essential and desirable criteria set out below:

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|  | **Essential** | **Desirable** |
| **Qualifications** | * Relevant degree and/or extensive professional experience with a successful track record of the management of website/intranet content and social media channels. |  |
| **Knowledge** | * Knowledge of equal opportunities issues, particularly in relation to good practice in the provision of the standards of website accessibility. * Knowledge of the Data Protection Act. | * An enthusiasm and understanding of the arts in Wales. |
| **Skills** | * Understanding of a wide range of content management systems, social media management tools and analytic tools. * Information architecture usability and web design principles experience. * Track record of sourcing, preparing and distributing compelling social media content. |  |
| **Experience** | * Skilled at writing concise copy and accurately editing content for website/intranet and social media channels. * Experience of producing reports. | * Experience of project management. |
| **Attributes** | * The ability to prioritise and to work under pressure to tight deadlines. * Ability to troubleshoot and solve problems. * Capable of making decisions within the established framework and understanding the processes and procedures around those decisions. * Ability to work with diverse stakeholders and build and maintain relationships with clients and outside agencies. * A flexible and adaptable attitude to the developing needs of the team. * Commitment to high standards of customer care. * Will be required to work unsocial hours, on occasions, as the need arises and travel beyond the office base. | * Communicates well at all levels. |
| **Welsh Language** | * Fluency in Welsh (both written and spoken). |  |