

Job Description

Job Title	Web Content Editor	Grade	1
Department	Communication and External Affairs – Marketing	Reports	0
Reports to	Web Content Designer		

Our values

The role holder will be expected to operate in line with our company values of:

- Progressive
- Warm
- Excellent
- Thoughtful

Values are the principles that drive our behaviours. They are organisation-wide and should be adopted by everyone. Behaviours provide a consistent standard we can all expect inside the organisation from one another, and towards our members and stakeholders.

Main purpose of the role

The Web Content Editor will sit within our Content Marketing Team at APM and has key responsibilities to support the delivery of our Web Updates, events and new content as requested by all stakeholders within APM.

You will be responsible for:

- Support of Business-as-Usual update requests on APM's website.
- Support a content audit of APM website
- Repurpose content for SEO optimisation

Dimensions & Limits

Website content delivery and optimisation. Work within brand guidelines and CMS limits.

Key relationships

Internal

- Communications and External Affairs, Events and other APM departments.
- Content and Digital colleagues, key stakeholders and relevant APM staff.

External

- None.

Career development

We are a learning organisation and want our employees to learn and grow during their time with us. There are many ways in which they can do this:

- Personal development days offer an opportunity to attend interactive bite sized training events.
- Our fantastic knowledge share calendar of events enables colleagues to share their knowledge with each other as well as access to a coach or mentor to help employees to navigate their chosen career paths.
- Shadowing in other departments is a popular way to learn about the roles and challenges across the different functions.

Key responsibilities / accountabilities

Website Content:

- Responsible for supporting the Web Content Designer and Web Content Editor in the delivery of the website content schedule.
- Support the Web Updates inbox to ensure all requests are delivered within defined SLAs.
- Continually optimise the user experience through page layout.
- Ensure WCAG accessibility standards are adhered to within technical constraints.
- Where required, source or edit imagery to support content.
- Where required, optimise PDFs for SEO and version control.

Key performance measures

- Ensure the Web Content Team meet deadlines set for content updates.

Person specification – Web Content Editor

Attribute	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • GCSE English, Maths grade: A-C. 	<ul style="list-style-type: none"> • Educated to degree level.
Experience	<ul style="list-style-type: none"> • Experience of website content management systems. 	<ul style="list-style-type: none"> • Experience of working on IT and digital projects.
Knowledge	<ul style="list-style-type: none"> • Digital content creation. 	<ul style="list-style-type: none"> • SEO principles and best practice • Appreciation of the work of a professional body.
Skills	<ul style="list-style-type: none"> • Effective PC skills including Word, Excel, PowerPoint, Adobe Acrobat DC. • Ability to produce clear written documentation. • Well-developed teamwork skills. • Excellent organisational skills. 	<ul style="list-style-type: none"> • Image editing or graphic design skills such as Photoshop or Illustrator.
Behaviour / Competency	<ul style="list-style-type: none"> • Communication skills • Initiative and proactivity • Results orientation • Technical and professional expertise 	