

# Web Experience Manager

Office of External Affairs and Communications

Closing Date: 3<sup>rd</sup> November 2024

Job Reference: AR43652



# Web Experience Manager

## Salary:

£33,966 - £44,263 pro rata

## Contract:

Fixed Term (4 months),  
secondment

## Location:

Cambridge

## Faculty / Department:

Office of External Affairs and  
Communications

## Responsible to:

Head of Web and Email  
Communications

## Working Pattern:

Up to 4 days per week

## Purpose of the role

The Web Experience Manager (Temporary Cover) is responsible for the content management and user experience of the University's primary public-facing websites, especially [www.cam.ac.uk](http://www.cam.ac.uk). Their role is to ensure that the University's web content is created to meet its readers' needs and that it is clear, simple and easy to understand on online channels.

The Web Experience Manager (Temporary Cover) uses evidence to propose and implement continual user-focused improvement of the University's online presence and to ensure adherence to high editorial and design standards. They act as an advocate for good content practices across the University and aim to continually enhance the delivery of our public-facing content on online channels.

## Key responsibilities

Responsible for maintaining and continuously improving the University's primary website, you will seek to meet users' needs and drive audience engagement with strategic priority content.

- Provide overall editorial control for the portfolio of

websites across the teams of content authors. Advise on appropriate content formats and media. Develop and maintain content plans showing how the identified audiences' needs will be met. Oversee the review and approval of materials to enable requirements to be satisfied.

- Design the content and appearance of complex information deliverables. Control, monitor, and evaluate content to ensure quality, consistency and accessibility of messages and optimal use of chosen media. Understand and manage risks associated with publishing content. Moderate content and ensure content can be re-purposed appropriately.
- Maintain institutional procedures for measuring web content performance across the University's web estate. Implement the configuration of the monitoring and analysis technologies used by websites on the primary CMS platform as the University's web content strategy evolves. Continues overleaf...



**Key responsibilities (continued)**

- Establish, measure, monitor and report on web content usage, standards and strategy using performance indicators / key results measurement. Analyse and interpret metrics, using analysis to draw conclusions and revise content design and publication approaches, as well as to produce quarterly management information reports.
- Provide guidance and market research intelligence to web content authors across the University, ensuring that authors understand policy requirements to maintain: accessibility, brand- and house-style implementation, messaging coherence, and a consistent user experience when creating and publishing web content.
- Manage search engine advertising campaigns, as required, to improve the external visibility of the University's strategic priority initiatives.

# Person Specification

Criteria	Essential	Desirable
<b>Education</b>		
Degree-level qualification/ NQF Level 6 professional qualification, or equivalent professional experience	✓	
Mathematics and English Language at a minimum of GCSE grade 4-9 / A*-C (NQF Level 2) or equivalent	✓	
<b>Experience</b>		
Extensive experience of editing, summarising and adapting content to web channels, producing outputs that are accessible and user-centred.	✓	
Extensive knowledge of one or more web content management systems, preferably Drupal and/or SharePoint.	✓	
Experience in search engine optimisation (SEO) and content optimisation for user experience / user journey improvement.	✓	
Experience of managing websites' data protection and data privacy regulation compliance (cookies, privacy policies etc).	✓	
Experience of multitasking and managing multiple competing priorities effectively.	✓	
<b>Skills</b>		
Excellent oral and written communication skills with the ability to write for a range of purposes, styles and audiences.	✓	
Excellent writing, editing and proofreading skills in multiple digital channels (web, email, social media etc).	✓	
Ability to work both independently and as part of a team.	✓	
Strong listening and synthesis skills.	✓	
Excellent interpersonal skills, with the ability to work with staff and other stakeholders at all levels.	✓	
Excellent web analytics implementation and analysis skills, using Google Tag Manager/Analytics, Matomo or similar services.	✓	
Up-to-date understanding of SEO principles and familiarity with the factors that principal search engines use to rank content.		✓
Desire to set new standards through incremental improvement and system efficiency gains.		✓
Experience of using accessibility and SEO audit software, such as SiteImprove, Screaming Frog or similar services.		✓

# Behavioural Attributes

This section summarises the behavioural attributes (or competencies) that we expect the role holder to be able to demonstrate, at what level and whether this is an essential or desirable requirement. Full definitions are at: <https://www.hr.admin.cam.ac.uk/policies-procedures/behavioural-attributes>

Please review these and provide specific examples in your application of how you have demonstrated these attributes in your work, education or other experience. It will assist your application if you explain the situation, what you did and what the outcomes were.

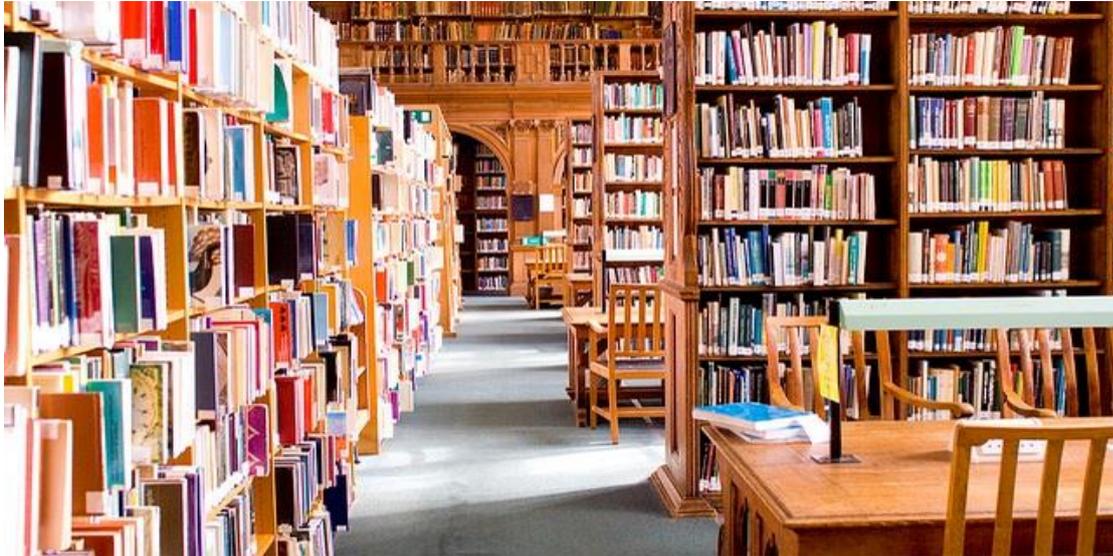
Attribute	Level
Valuing Diversity	A
Achieving Results	A
Communication	A
Innovation and Change	B
Negotiating and Influencing	B
People Development	B
Relationship Building	A
Strategic Focus	B

# Professional Services Values

Developed by professional services staff, our values underpin everything we do. By living the values in the work we do, we hope to foster an environment where staff feel empowered. The values encourage staff to; work together and share skills to create a sense of community, act with integrity, take an inclusive and fair approach and develop honest and open relationships that are underpinned by our shared values. We encourage applicants to consider these values within their application.



# The Office



**The Office of External Affairs and Communications manages the University's external communications worldwide, demonstrating Cambridge's contribution to society through its pursuit of education, learning and research at the highest international levels of excellence.**

The Office has approximately 50 staff, across ten teams, covering areas as diverse as press relations, internal communications, and brand and trademark management.

Find out more about our activities at [www.communications.cam.ac.uk](http://www.communications.cam.ac.uk).

# Terms of Appointment

## Tenure and probation

Appointment will be made on a fixed-term basis of 4 months whilst the current postholder is on leave. Appointments will be subject to satisfactory completion of a probationary period which will be set dependant on the length of tenure.

## Hours of Work and Working Pattern

The hours of work for the position are up to 4 days per week.

## Pension

You will automatically be enrolled to become a member of USS (Universities Superannuation Scheme) – a hybrid pension scheme. For further information please visit: [www.pensions.admin.cam.ac.uk/](http://www.pensions.admin.cam.ac.uk/).

## Annual leave

Full time employees are entitled to annual paid leave of 41 days inclusive of public holidays. For new part-time employees, annual leave will be pro rata'd based on days worked.

## General information

### Pre-employment checks

#### Right to work in the UK

We have a legal responsibility to ensure that you have the right to work in the UK before you can start working for us.

If you do not have the right to work in the UK already, any offer of employment we make to you will be conditional upon you gaining it.

**Health declaration** Once an offer of employment has been made the successful candidate will be required to complete a work health declaration form.

## Qualifications

The person specification for this position lists qualifications that are essential and/or desirable. Please note that if you are offered the post you will be asked to provide your relevant original certificates of these qualifications.

**References** - offers of appointment will be subject to the receipt of satisfactory references.

## Information if you have a disability

The University welcomes applications from individuals with disabilities. We are committed to ensuring fair treatment throughout the recruitment process. We will make adjustments to enable applicants to compete to the best of their ability wherever it is reasonable to do so and, if successful, to assist them during their employment.

Information for disabled applicants is available at <http://www.admin.cam.ac.uk/offices/hr/staff/disabled/>

We encourage you to declare any disability that you may have, and any reasonable adjustments that you may require, in the section provided for this purpose in the application form. This will enable us to accommodate your needs throughout the process as required. However, applicants and employees may declare a disability at any time.

If you prefer to discuss any special arrangements connected with a disability, please contact, Joanna Carruthers, [Joanna.Carruthers@admin.cam.ac.uk](mailto:Joanna.Carruthers@admin.cam.ac.uk), who is responsible for recruitment to this position.

# The University

**The University of Cambridge is one of the world's oldest and most successful universities. We are a renowned centre for research, education, and scholarship that makes a significant contribution to society. The University is consistently ranked amongst the top universities in the world. Our affiliates have won more Nobel Prizes than any other University.**

Our sustained pursuit of academic excellence is built on a long history of world-leading teaching and research within a distinctive collegiate system. For eight centuries our ideas and innovations have shaped the world. Our principal goal is to remain one of the world's leading universities in an increasingly competitive global higher education sector. Today the University of Cambridge is at the centre of a cluster of over 4,300 businesses employing 58,000 people.

Our capital investment projects include academic and commercial growth at both the West Cambridge Innovation District, and the Biomedical Campus in the south of the city. Eddington, in North West Cambridge, is a mixed-use development including key worker housing for staff, a community centre and a new primary school, managed by the University. Through these projects, the University is deeply embedded in, and committed to serving, our local community. These are all conspicuous signs of a University that is not only adapting to new needs, but also anticipating the future.

Our mission is to contribute to society through the pursuit of education, learning, and research at the highest international levels of excellence. Our core values are:

- freedom of thought and expression; and
- freedom from discrimination.



# About Us

**The University is one of the world's leading academic centres. It comprises 150 faculties and departments, together with a central administration and other institutions. Our institutions, museums and collections are a world-class resource for researchers, students and members of the public representing one of the country's highest concentrations of internationally important collections.**

The University has an annual income of £2 billion. Research income, won competitively from the UK Research Councils, the European Union (EU), major charities and industry, exceeds £500 million per annum and continues to grow.

The Colleges and the University remain committed to admitting the best students regardless of their background and to investing considerable resources both in widening access and financial support. The 31 Colleges are self-governing, separate legal entities which appoint their own staff. Many academic staff are invited to join a College as a Teaching Fellow, which provides a further social and intellectual dimension. The Colleges admit undergraduate students, provide student accommodation and pastoral support and deliver small group teaching for undergraduates.

The University awards degrees and its faculties and departments provide lectures and seminars for students and determine the syllabi for teaching.

Our instinct for seeking out excellence and setting up enduring and mutually beneficial collaborations has led us to establish strategic partnerships across the globe. Whether it is the successful Cambridge-Africa Programme involving universities in Ghana, Uganda and elsewhere on the African continent; or the close association with the government of India to pursue new research in crop science; or the creation, with Germany's Max Planck Institutes, of a Cambridge-based centre for the study of ethics, human economy and social change – international partnerships are now an inextricable part of the University's make-up.

“Cambridge graduates and researchers have made – and continue to make – a colossal contribution to human knowledge and the understanding of the world around us. Their work touches on the lives and livelihoods of everyone from patients diagnosed with life-threatening diseases, to residents of areas critically affected by climate change, to children growing up in conflict zones. It has a lasting impact on our society, our economy and our culture: the world is truly a better place thanks to their efforts.”

*Stephen Toope, Vice Chancellor 2019*



# Working at the University

**Working at Cambridge you will join a diverse, talented and innovative community, with more than 23,000 students and over 16,000 staff from all walks of life and corners of the world.**

The University continually explores strategies to attract and retain the best people. It is committed to supporting its staff to achieve their best. We are a fair, diverse and inclusive society and we believe our staff are our greatest asset. There is strong commitment to developing institutional leadership and supporting and encouraging staff development at all levels.

We offer a variety of roles including academic, research, professional, managerial and support roles. We also offer extensive benefits and excellent learning opportunities within a stimulating working environment.

The University's estate is undergoing the most significant transformation in its history. Cambridge has been able to create a science and technology campus to the west of the city centre, and is expanding further to the north west of Cambridge including investing in affordable homes for University key workers and community facilities. Even with our continued development, the University remains within walking or cycling distance across the campus. The University is a major partner on the Cambridge Biomedical Campus and we continue to redevelop our historic city centre sites demonstrating our determination to ensure that we can offer the best facilities and opportunities for our staff and students.



## Equality & diversity

The University has built its excellence on the diversity of its staff and student community. We aim to be a leader in fostering equality and inclusion, and in promoting respect and a sense of belonging for all. We encourage applications from all sections of society. All appointments are made on the basis of merit. We have an Equal Opportunities Policy, along with a range of diversity groups, including the Women's Staff Network, Race Equality Network and LGBT+ Staff Network. More details are available here:

<http://www.equality.admin.cam.ac.uk/>

The University has a bronze Race Equality Charter award, with a framework for improving the representation, progression and success of minority ethnic staff and students within higher education. Furthermore, the University's silver Athena swan award recognises and celebrates good practice in recruiting, retaining and promoting gender equality.

# Living in Cambridge

**Cambridge is rich in cultural diversity. From beautiful University and College buildings, museums and art galleries, quaint gardens and punts on the River Cam, to a vibrant restaurant and café scene, our employees are surrounded by the wonderful features of this unique city.**

You can find a wide-range of high street shops and 3 shopping centres, with independent alternatives at the historic market and nestled within the passageways in the city centre. You will find a cinema, bowling alley, a nightclub and various live performances at the Cambridge Leisure Park, with further entertainment options at the Corn Exchange, Arts Theatre and the ADC Theatre. Further information can be found on the Visit Cambridge website.

If you prefer the faster pace of life, London is a 45 minute train journey away. For those travelling from overseas, Stansted Airport is just 45 minutes away and Heathrow Airport under 2 hours away. The University is a short distance from a host of other attractions such as Ely Cathedral, Newmarket Races and various wildlife parks and stately homes. Cambridge is also within easy reach of the beautiful Broads and coastlines of Norfolk and Suffolk.

## Relocation Support

The University recognises the importance of helping individuals to move and settle into a new area. We provide support and guidance to those relocating internationally or domestically to take up a post at the University of Cambridge, liaising with other University offices and selected partners to ensure comprehensive relocation support is available. This includes: accommodation, childcare, schools, banking, immigration and transport. If you would like further information, please visit <https://www.accommodation.cam.ac.uk/RelocationService/>. The Shared Equity Scheme and the Reimbursement of Relocation Expenses Scheme provide financial assistance to qualifying new members of staff with the costs of relocating to Cambridge.

## Accommodation Service

The University Accommodation Service helps staff, students and visiting scholars who are affiliated to the University in their search for suitable accommodation in Cambridge. The dedicated accommodation team can provide access to a wide range of University-owned furnished and unfurnished properties, and has a database of private sector accommodation available for short and long-term lets. For further information and to register with this free service please visit <https://www.accommodation.cam.ac.uk/>



# What Cambridge can offer

**We offer a comprehensive reward package to attract, motivate and retain high performing staff at all levels and in all areas of work.**

The University offers a wide range of competitive benefits, from family leave entitlement, to shopping and travel discount schemes. Our generous annual leave package contributes to the positive wellbeing of our University employees. Sabbatical leave enables academics to focus on research and scholarship, whilst still maintaining their full salary. The University also has a [career break scheme](#) for academic and academic-related staff, with additional flexible working policies for all other staff.

## Pay and benefits

The University salary structure includes automatic service-related pay progression in many of its grades and an annual cost of living increase. In addition to this, employees are rewarded for outstanding contribution through a number of regular pay progression schemes. The University offers attractive pensions schemes for employees, with an additional benefit of a salary exchange arrangement providing tax and national insurance savings.



## CAMbens employee benefits

The University offers employees a wide range of competitive benefits, known as CAMbens. CAMbens offers something for everyone across a range of categories, including:

- Financial Benefits, including shopping discounts (both local and national) and a Payroll Giving scheme;
- Relocation and Accommodation Benefits, including relocation assistance and interest-free Rental Deposit Loans;
- Travel Benefits, including Cycle to Work, discounts on train season tickets and interest-free Travel to Work loans;
- Family Friendly and Lifestyle Benefits, including support with childcare and family friendly policies;
- Health and Wellbeing Benefits, including a University Staff Counselling Service, discounts at the University Sports Centre, and other local gyms, and healthcare schemes.



# What Cambridge can offer

## Family-friendly policies

The University recognises the importance of supporting its staff. We have a range of family-friendly policies to aid employees' work-life balance including a generous maternity, adoption and shared parental leave entitlement of 18 weeks full pay, and paid emergency leave for parents and carers.

Other family-friendly support includes:

Our highly regarded workplace nurseries, a childcare salary exchange scheme and a high quality holiday Playscheme may be available to help support University employees with caring responsibilities (subject to demand and qualifying criteria). Further childcare information can be found here:

<https://www.childcare.admin.cam.ac.uk/>

The [Newcomers and Visiting Scholars Group](#) is an organisation within the University run by volunteers whose aim is to help newly arrived wives, husbands, partners and families of Visiting Scholars and members of the University to settle in Cambridge and give them an opportunity to meet local people. The Postdoc Academy supports the postdoctoral community within Cambridge. Further details are available here: <https://www.postdocacademy.cam.ac.uk/>

## Your wellbeing

The University's Sport Centre, Counselling Services and Occupational Health are just some of the support services available to University employees to promote their physical and mental wellbeing. The University delivers The Festival of Wellbeing annually, which is a programme of stimulating talks and activities, which aim to promote wellbeing and good mental and physical health. The University also hosts the [Cambridge Festival](#), which is a great opportunity to get your first taste of public engagement, through volunteering, supporting hands-on activities or proposing a talk.

## Development opportunities

We support new employees to settle in through various activities as well as supporting their professional and career development on an ongoing basis. Our Personal and Professional Development (PPD) team provide development opportunities for all University employees, including face-to-face sessions, online learning modules and webinars. All employees also have unlimited access to LinkedIn Learning to support their development. Both new and existing employees can undertake funded Apprenticeships, which lead to a range of vocational and professional qualifications. We offer reduced staff fees for University of Cambridge graduate courses and the opportunity to attend lectures and seminars held by University departments and institutions. A range of University training providers also offer specialist learning and development in their own areas e.g. teaching and learning, digital literacy, finance, health and wellbeing, safety.



# How to apply

Applications should be submitted online via the University of Cambridge jobs page [www.jobs.cam.ac.uk](http://www.jobs.cam.ac.uk) by clicking “Apply online” in the job advert. You will need an email address to register for our online system.

Conversations about flexible working are encouraged at the University of Cambridge. Please feel free to discuss flexibility prior to applying (using the contact information below) or at interview if your application is successful.

Informal enquiries are welcomed and should be directed to:  
William Kerslake, Web Experience Manager

**Email:** [William.Kerslake@admin.cam.ac.uk](mailto:William.Kerslake@admin.cam.ac.uk)

If you have any queries regarding the application process please contact Joanna Carruthers,

**Email:** [Joanna.Carruthers@admin.cam.ac.uk](mailto:Joanna.Carruthers@admin.cam.ac.uk)

The closing date for applications is: 3<sup>rd</sup> November 2024

The interview date for the role is: tbc