Role Profile

Web and communications manager
Ealing Learning Partnership (ELP)

<table>
<thead>
<tr>
<th>Job title</th>
<th>Grade</th>
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<tbody>
<tr>
<td>Web and communications manager</td>
<td>10</td>
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<tr>
<td>Ealing Learning Partnership (ELP)</td>
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<table>
<thead>
<tr>
<th>Department</th>
<th>Post number</th>
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<tbody>
<tr>
<td>ELP</td>
<td>P006363</td>
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<table>
<thead>
<tr>
<th>Directorate</th>
<th>Location</th>
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<tbody>
<tr>
<td>Children and adults</td>
<td>Perceval House and Ealing Education Centre</td>
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Role reports to
Web and communications and business development senior manager Ealing Learning Partnership (ELP)

Direct reports
Web and communications officers x 2
Temporary and apprentice web and communications staff as and when

Indirect reports
Other colleagues in relation to online communications as necessary

This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the council and the requirements of the job.

JOB DESCRIPTION

PURPOSE OF ROLE:

- To manage web and communications officers and be responsible for the technical and operational management of the Ealing Learning Partnership local authority and school website – Ealing Grid for Learning - and associated online business communications

- To use expertise to deliver continuous improvement on all aspects of ELP online communications to support the overall aims, priorities and values of the partnership playing a key role in the strategic direction and development

- To ensure policy, procedures, content and work plans, protocols, tools and resources are in place to achieve all appropriate standards for ELP web and online publishing including, for example – security and accessibility of information, data protection, copyright, writing style, branding and stakeholder satisfaction

- To proactively identify and manage technical and other issues and developments, including managing third party technical suppliers, to maintain service, meet evolving partnership needs and ensure efficiency and effectiveness and security of sensitive and other data

- To write, edit and advise on engaging and professional content and design for a variety of ELP business communications and marketing activities including news items and alerts, regular online news letters, brochures and guidance documents
**KEY ACCOUNTABILITIES:**

- To manage all aspects of the ELP website Ealing Grid for Learning and its integrated and associated functionality ensuring engaging, effective content and communications which support the aims of the partnership between Ealing Council and schools.

- To manage web and communications staff, including remote workers, operational procedures, workflows, policies, protocols to ensure efficiency, effectiveness and compliance with web and online publishing standards.

- To develop robust systems and processes and advise content owners to ensure appropriate professional, local and industry quality standards of content, accessibility, compliance with copyright, data protection, security of information, writing, design and branding protocols.

- To develop, manage and oversee EGfL design, content, structure, navigation, taxonomies and tagging, to ensure high standards of accessibility and retrieval of information.

- To develop manage and oversee a range of online communications which are integrated and linked with the website and market these for best impact. These will include for example:
  - news, safety/security alerts,
  - weekly/termly online newsletters – (council to schools and school to school) eg weekly ‘Gatekeeping’ newsletters to all headteachers, directors’ report to governors
  - school safe email alert system
  - user account fed directories
  - key dates calendars
  - the catalogue of Ealing council services for schools and annual ordering process
  - the ELP subscription process
  - communications and marketing campaigns
  - social media developments for supporting school to school and LA to school communications and marketing
  - distributing key messages from third parties (such as the London Grid for Learning) to schools

- To use a range of relevant web publishing, business admin, information and communications software to a high standard of proficiency eg: Drupal and other web CMS (eg Jadu) HTML / web code, PhotoShop, Fireworks Microsoft Office suite, Adobe Pro, databases, survey software (eg Survey Monkey), Mailchimp, online design proofing tools (eg Proof HQ), online project management tools (eg Basecamp), video/web/audio casting tools such as Camtasia.

- To develop, manage and advise on the use of an image bank for use in ELP publications, complying with all permissions requirements.

- To oversee and manage education content on the Ealing council website.
- To keep abreast of industry developments and be proactive in promoting and coordinating the ongoing development of the ELP online presence to achieve maximum impact in the success of business and service delivery.

- To initiate and coordinate customer feedback, market and site analysis to inform the identification, planning and delivery of improvements and developments for ELP communications and provide management reports.

- To work with and manage technical suppliers to identify and implement improvements to meet the evolving needs of ELP, including writing specifications and briefs, testing and signing off on developments, and to play a key role in the procurement of suppliers for future contracts, redesigns and upgrades.

- To advise on effective approaches to partnership communications including standards, tools, marketing, writing style, branding, content and compliance, this may include coaching, delivering briefings and creating short online instructional videos/demos.

- To participate in the ELP business growth and communications committee and represent ELP at relevant Ealing and other meetings/groups

- To put systems in place to manage user accounts and access rights for the EGfL website and associated channels, managing user profiles to ensure appropriate generation of directories, levels of access to maintain data protection, security and confidentiality.

- To manage budgets as allocated which relate to the role and make recommendations for development expenditure

- To carry out responsibilities in line with all council policies and guidelines

- To undertake other duties and responsibilities at a similar level to those described above which might be allocated from time to time

**KEY PERFORMANCE INDICATORS:**

- Quality, effectiveness and compliance of web and communications channels within the remit of the role
- Effectiveness of support to ELP and other colleagues with communications via the web and other online channels (measured by 360 customer feedback and analytical data)
- Attainment of agreed outcomes in service, team and individual plans
- Compliance in relation to web and communications guidelines and standards
- Efficiency of managing multiple priorities
- Timely delivery of work and projects to relevant quality standards
- Management of team wellbeing, climate and effectiveness
KEY RELATIONSHIPS (INTERNAL AND EXTERNAL):

- Communications and business development senior manager
- Web and communications staff and apprentices
- Ealing Learning Partnership LA team and schools
- Corporate web and communications colleagues
- Corporate and contracted ICT support personnel
- Council colleagues in all departments at all levels in relation to the role and in particular content and communications authors/owners
- Ealing school leaders, staff and governors (as end users and as contributors to web and communications services)
- School staff from other boroughs and the independent sector
- External suppliers and contacts in relation to web and communications responsibilities (eg web developers/suppliers, photographers, other local authorities and the police and agencies relating for example to school safe alerts)

AUTHORITY LEVEL (PEOPLE, POLICY, FINANCIAL):

- Co-lead and advise on strategic development plans for ELP online communications
- Lead on the operational and development plans, policy, protocols, procedures and implementation of web and online communications for Ealing Learning Partnership and Ealing Council to schools
- Development of web and communications team and systems
- Interpret, promote and implement all relevant council and other policy relating to data protection, security of information, copyright, use of images for online publishing
- Represent ELP at communications related meetings/discussions/events
- Identify and implement changes to protocols and procedures at team level and for all users/content managers and owners to improve service efficiency and customer satisfaction
- Finance/budgets allocated and make recommendations on expenditure for improvements and developments
- Staff performance management
Person Specification  
Candidates please address the criteria marked with asterisk’s (*/**) in your application  

Criteria marked with (**) will be tested  

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<tr>
<th>ESSENTIAL KNOWLEDGE, SKILLS &amp; ABILITIES</th>
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<tr>
<td>1. Exceptional web publishing, writing and communications skills</td>
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<td>2. Ability to generate great ideas for developing appropriate marketing, social media and digital communications and be creative in response to the partnership’s aims and the changing needs of schools**</td>
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<td>3. High level administrative, organisational and project management skills</td>
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<td>4. Robust knowledge, understanding and skill in using web and ICT software and applications including content management systems and web code, image software, Microsoft Office suite, Adobe Pro, communications, collaboration and project management tools</td>
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<td>5. The ability to learn and use new systems and applications quickly and effectively</td>
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<td>6. Ability to plan, monitor, manage and prioritise multiple projects to tight deadlines within allocated resources</td>
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<td>7. Strong interpersonal, team management and communications skills including: influencing, negotiating and coaching a wide range of people in a variety of roles and settings in web and communications</td>
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<tr>
<td>8. Ability to research, simplify and organise large amounts of complex information and use good writing, design and layout skills to enhance understanding and convey messages in professional on and offline publications including video, web and podcasts**</td>
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<td>9. Ability to advise and coach others in writing and publishing on the web, marketing and communications techniques, protocols and procedures.</td>
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<td>10. An understanding of the local authority and school context and ability to work effectively as part of a wide and complex team of stakeholders</td>
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<td>11. Ability to demonstrate a knowledge and understanding of equality issues and integrate equality policies into communications</td>
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<td>12. An interest in and enthusiasm for contributing to the work of Ealing Learning Partnership and the school sector to improve the lives of all children and young people*</td>
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### ESSENTIAL QUALIFICATION(S), EXPERIENCE AND REGISTRATION

1. Considerable experience and proven proficiency in writing and editing engaging and effective content for a variety of audiences in a professional context and using the protocols of house style and plain English**

2. Considerable experience in managing a large, complex, professional website using eg Drupal and other Content Management Systems, web code HTML, and associated / integrated functionality and communications applications such as bespoke functionality, graphics and related web and communications software e.g. Photoshop*.

3. High level of proficiency and experience in using a range of relevant communications and office software applications in a professional environment (eg MS Office suite, Adobe Pro, Mailchimp, Survey Monkey)*

4. Strong experience and achievement of good practice in creating and managing web content, design, structure, organisation and navigational tools of commercial and public web sites*

5. Experience in performance managing and co-ordinating the work of other web and communications staff, including remote workers and advising others*

6. Experience of managing developments and technical support from technical experts and third-party suppliers*

7. Experience of specifying, developing, monitoring and enforcing highly granular security of information arrangements on a complex public website which complies with all required levels of data security and protection eg GDPR and other web publishing standards*

8. Experience of working collaboratively, and with a high level of expertise, with internal and external colleagues at all levels including: content owners, web users, ICT technical web and communications support staff and colleagues and other agencies*

9. Experience and creativity in design and presentation for web publishing and marketing and communication purposes

10. Demonstrable experience in being flexible and responding to rapidly changing circumstances, policy and practices in the working environment.

11. Relevant degree and or professional communications qualification or equivalent relevant experience in managing a large website including understanding content management systems, web usability, accessibility, standards compliance and use of web evaluation tools.*
# Values & behaviours

<table>
<thead>
<tr>
<th>Improving lives for residents</th>
<th>Trustworthy</th>
<th>Collaborative</th>
<th>Innovative</th>
<th>Accountable</th>
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<tbody>
<tr>
<td>• Is passionate about making Ealing a better place</td>
<td>• Does what they say they’ll do on time</td>
<td>• Ambitious and confident in leading partnerships</td>
<td>• Tries out ways to do things better, faster and for less cost</td>
<td>• Encourages all stakeholders to participate in decision making</td>
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<tr>
<td>• Can see and appreciate things from a resident point of view</td>
<td>• Is open and honest</td>
<td>• Offers to share knowledge and ideas</td>
<td>• Brings in ideas from outside to improve performance</td>
<td>• Makes things happen</td>
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<tr>
<td>• Understands what people want and need</td>
<td>• Treats all people fairly</td>
<td>• Challenges constructively and respectfully listens to feedback</td>
<td>• Takes calculated risks to improve outcomes</td>
<td>• Acts on feedback to improve performance</td>
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<tr>
<td>• Encourages change to tackle underlying causes or issues</td>
<td></td>
<td>• Overcomes barriers to develop our outcomes for residents</td>
<td>• Learns from mistakes and failures</td>
<td>• Works to high standards</td>
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## Prepared by:

<table>
<thead>
<tr>
<th>Name</th>
<th>Sally Davies</th>
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<tbody>
<tr>
<td>Title</td>
<td>Communications and business development senior manager</td>
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<tr>
<td>Department</td>
<td>Ealing Learning Partnership</td>
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<tr>
<td>Signed</td>
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<tr>
<td>Date</td>
<td>1/8/19</td>
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