



## JOB DESCRIPTION

**Form  
JD1**

**JOB TITLE:**

Apprentice Web Officer

**POST NUMBER:**

**REPORTS TO (Job Title):**

Web Manager

**DEPARTMENT:**

Customer and Corporate Services

**1. MAIN PURPOSE OF JOB**

The Web Services Team managed the councils growing online offer as customers engage with us more and more using digital media. The website is the first point of contact for many residents of York to access information about council services. It's continuously developed and improved to ensure users receive the information they require easily and quickly.

The Apprentice Content Creator is a great opportunity for someone who has an interest gaining experience in writing for the web and creating online content.

The Apprentice Web Officer supports the continuous development and improvement of online information by contributing to customer-friendly user journeys and accessible interfaces, and writing appropriately for the web, to ensure information is available easily and quickly from intuitive systems.

The post holder will contribute to projects for websites, functionality, online content and digital media through involvement with innovative and creative solutions, in line with the latest UX/UI best practice.

The post holder works with the Web Services Team to assist in administering the corporate website, intranet and sub-sites, through the content management system (CMS) and other systems, on a day to day basis, ensuring the council's web services are customer-focused and meet specified web standards, taking into consideration the usability and accessibility of user journeys.

**2. CORE RESPONSIBILITIES, TASKS & DUTIES:**

The successful candidate will support the web content team in a variety of ways:

- a) Producing content fit for publication, following corporate style guidelines and meeting usability and accessibility standards.

	b)	Governing content to ensure it remains accurate and up to date.
	c)	Encourage service areas to make their services available online.
	d)	Supporting service areas to produce quality content.
	e)	Making changes to website content from customer insight.
	f)	Designing, creating and maintaining the look and feel of content held in the Content Management System and other applications.
	g)	Demonstrating a working knowledge of HTML and CSS to develop standards-compliant web content within prescribed CYC coding standards.
	h)	Supporting customer service to implement new technology as the council digitises additional services.
	i)	Working with other services areas to develop additional web presence which helps to generate income.
	j)	Working towards Junior Content Producer Level 3 Apprenticeship.
<b>3.</b>	<b>SUPERVISION / MANAGEMENT OF PEOPLE</b> Number of staff reporting to jobholder and nature of supervision eg full line management responsibility or day to day supervision of work  Direct: 0 Indirect: 0	
<b>4.</b>	<b>CREATIVITY &amp; INNOVATION</b> The post holder will be expected to produce and edit web content to create web pages which are clear, concise and accessible. This will require strong writing skills with an eye for accuracy and attention to detail.  The post holder will be expected to contribute ideas on the design and format of web content. They will need to be a confident communicator with the ability to express complex ideas concisely and grammatically, in a way that is accessible for people of all abilities.  As well as sound writing skills the post holder should be able to demonstrate graphic design and/or web development flare, with an understanding of HTML and CSS and an interest in digital photography/imagery.  Awareness of web-related usability and accessibility issues will be an advantage, as will previous experience of photo editing software and audio/video production.	

5.	<p><b>CONTACTS &amp; RELATIONSHIPS</b></p> <p>The postholder must be a confident communicator with the ability to express complex ideas concisely and grammatically, in a way that is accessible for people of all abilities.</p> <p>Internal:</p> <ul style="list-style-type: none"> <li>• Web Content Manager who provides line management</li> <li>• Service area contacts who require support and encouragement to provide user-friendly information</li> <li>• ICT teams for technical assistance</li> <li>• Customer Service team to ensure that content is fit for purpose</li> <li>• Members of project teams to ensure that content and transactional functions sits together well</li> <li>• All staff for consultation about website(s)</li> </ul> <p>External:</p> <ul style="list-style-type: none"> <li>• Consultation with citizens</li> <li>• Contact with external suppliers of web services</li> <li>• Networking with other local authorities</li> </ul>				
6.	<p><b>DECISIONS – discretion &amp; consequences</b></p> <p>The web is set to become the premier channel for York’s customer service. The post holder must be able to react quickly to requests for information to be added/updated and must be able to decide on the best way of giving information.</p> <p>The post holder will be expected to act on their own initiative with guidance from the Web Content Manager, adhering to the style and content guides, and meeting usability and accessibility standards. They must be able to work effectively as part of a team and understand the constraints of the business.</p> <p>Mistakes made here could have consequences for the council’s reputation and customer relationships.</p>				
7.	<p><b>RESOURCES – financial &amp; equipment</b>  <i>(Not budget, and <u>not</u> including desktop equipment.)</i></p> <table border="0" style="width: 100%;"> <tr> <td style="width: 60%;"><u>Description</u></td> <td style="width: 40%;"><u>Value</u></td> </tr> <tr> <td> </td> <td> </td> </tr> </table>	<u>Description</u>	<u>Value</u>		
<u>Description</u>	<u>Value</u>				

8.	<p><b>WORK ENVIRONMENT – work demands, physical demands, working conditions &amp; work context</b></p> <p><b>Work demands</b> Normal office environment; may include some evening and weekend work. The post holder must be able to work on their own initiative and under guidance from the Web Manager. The post holder will respond to service areas, customers and council members through all communication channels.</p> <p>The post holder has to deal with conflicting demands and unplanned work, reacting instantly and prioritising workload to meet needs caused by unexpected occurrences, changes to service provision and seasonal demands. This will include having to create and publish content at short notice, including in response to emergency situations while retaining a high level of attention to detail.</p> <p><b>Physical demands</b> Periods of time sitting and using DSE.</p> <p><b>Working conditions</b> Normal office environment may include some evening work. The post holder will spend the majority of their time using a keyboard and looking at a monitor. The role may be repetitive. The post holder will need a fluency level of C2 and will be required to maintain excellent attention to detail at all times.</p> <p><b>Work context</b> There is a potential for exposure to negative customer email, and a need to manage challenges from service areas (with regards publishing constraints).</p>
9.	<p><b>KNOWLEDGE &amp; SKILLS</b></p> <ul style="list-style-type: none"> <li>• Strong writing skills</li> <li>• Ability to express complex ideas concisely and grammatically in a way that is accessible for people of all abilities</li> <li>• Strong skills to communicate with people, at all levels, in a variety of styles and situations</li> <li>• An eye for detail and accuracy</li> <li>• Graphic design, UX and web development flare</li> <li>• Basic HTML and CSS understanding</li> <li>• Interest in digital photography/imagery</li> <li>• Previous experience of photo editing software</li> <li>• Interest in audio/video production</li> <li>• Awareness of web-related usability and accessibility issues</li> <li>• Knowledge of local government services would be an advantage</li> </ul>

- Knowledge of content management systems (CMS) would be useful
- Previous experience of writing for the web
- An understanding of web technology
- Ability to converse and provide advice and guidance to members of the public, in spoken English, to Common European Framework of Reference for Languages (CEFR) - level C2 - Mastery or proficiency.
- Can express him/herself spontaneously at length with a natural conversational flow, avoiding or backtracking around any difficulty so smoothly that the person with whom they are conversing is hardly aware of it. Can understand with ease virtually everything heard or read.

**10. Position of Job in Organisation Structure**

