**Job Profile Information: Web Support Officer**

**This supplementary information for Web Support Officer is for guidance and must be used in conjunction with the Job Capsule for**

**Job Zone 2, Level 3, Camden Way Category 3.**

**It is for use during recruitment, setting objectives as part of the performance management process and other people management purposes. It does not form part of an employee’s contract of employment.**

**Role Purpose:**

To support the organisation to write content that is appropriate for the web. This is done by providing training, support and best practice and using analytics to inform content decisions.

**Example outcomes or objectives that this role will deliver:**

Publish content on **the** Camden website:

* + Edit content to ensure that it is appropriate for the web
  + Fix broken links
  + Check for misspellings

Redesign content:

* + Analyse user journeys
  + Write content for the web
  + Use analytics to inform
  + Build new features if needed

Provide training to content authors:

* + Writing for the web
  + How to use the CMS
  + Analytics
  + Content author workshops

Use analytics platforms to inform decisions:

* + Siteimprove
  + Google Analytics

Process online feedback forms:

* + Forward to ICT if it is technical
  + Forward to service if it is a content issue

Provide reports on how the Camden website is performing:

* + Customer Services QlikView dashboard
  + Siteimprove reports
  + Google Analytics reports

Maintain the Cindex database:

* + Publish changes to existing records
  + Accept/reject new records
  + Provide subject and geographical indexing to records
  + Delete out of date records

**People Management Responsibilities:**

* **N/A**

**Relationships;**

* Web Manager
* Content Authors
* Customer Insight and Improvement Officers
* Head of Customer Services
* IT Development Team / WebOps
* Contact Camden
* Communications team

**Work Environment:**

* The post holder is required to work flexibly, adjusting their own and others’ workloads to meet individual work targets and the priority demands of the team.

They will be required to work as part of a team, and help colleagues wherever possible. They will be office based (5PS) and required to work in a busy and demanding environment in which multi-tasking and organisation may be required to complete tasks. There may be a requirement to work outside normal office hours and attend evening meetings.

**Technical Knowledge, skills and Experience:**

* Excellent interpersonal communication skills are also essential to this role
* Experience of working with online content
* Experience of working with analytics platforms such as Google Analytics
* Excellent written and verbal communication skills

**Camden Way Five Ways of Working**

*In order to continue delivering for the people of Camden in the face of ever increasing financial pressure, we need to transform the way we do things. We call this the Camden Way. The Camden Way is a key part of our transformation strategy often referred to as the transformation triangle which links the Camden Plan, the Camden Way and the Financial Strategy together.*

The Camden Way illustrates the approach that should underpin everything we do through five ways of working:

•Deliver for the people of Camden

•Work as one team

•Take pride in getting it right

•Find better ways

•Take personal responsibility

For further information on the Camden Way please visit:

<https://camdengov.referrals.selectminds.com/togetherwearecamden/info/page1>