



Royal College of Anaesthetists

## Website Content Officer

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Directorate: Education, Training and Examinations

Reports to: Head of Training

Grade: 5

### 1.1 Job purpose

The purpose of this role is to work with members of the Training and Examinations teams to effectively promote its work to the College membership and other stakeholders, in an effective and easily accessible way.

Working in collaboration with members of the teams, the role holder will create, improve and maintain content on the teams' website pages, to ensure it is well structured and easy to find, meets the needs of users by covering all necessary topics and is up-to-date and accurate. This will also involve liaising directly with Anaesthetists, members of the Communications and External Affairs directorate and the relevant College Officers.

The Website Content Officer will work with key stakeholders to review the current training and examinations content on the College website, produce engaging high-quality content and copy, and provide ongoing web content support for the Training and Examinations teams.

To be successful in this role the post holder will need to demonstrate prior experience of website content development and management, CMS experience, good copywriting skills and an ability to work collaboratively but independently, to support the Training and Examinations teams.

### 1.2 Key tasks and responsibilities

#### College Website

- Work in partnership with members of the Communications team in the development of a 'hub' to support anaesthetists in training
- Work in partnership with members of the Training and Examinations teams to understand the rationale behind their current web content
- Work in partnership with members of the Training and Examinations teams to conduct content audits to identify gaps and redundancies in the site content
- Work with the College's Digital Manager to understand content style and editorial standards, as well as Search Engine Optimisation
- Review existing content against editorial criteria (readability, target audience, tone of voice) and identify whether material needs to be kept as is, rewritten, merged with other content, or removed
- Produce high quality web content about anaesthetics training and examinations that engages and supports members
- Provide regular reports and analysis on web traffic and trends using website analytics, in order to identify new content opportunities
- Implement agreed changes to content and layout based on website analytics and usability testing

- Work in partnership with, and support, members of the Training and Examinations teams to rewrite, create and publish website content ensuring copy is consistent, accurate and up-to-date
- Manage uploading and updating of the Training and Examinations teams content into the Content Management System
- Work with the Training and Examinations teams to ensure news items, alerts and updates are published and any additional amendments are undertaken, as and when required
- When required, provide training to members of the teams in the best use of the Content Management System and in writing and producing content for the website

### 1.3 Qualifications, skills, knowledge and experience

- Experience of designing content in Word and PowerPoint
- Experience of Content Management Systems
- Experience of developing high quality, engaging web content
- Experience of using website analytics to review and evaluate web content so improvements are identified and put in place
- Excellent communication skills, both written and oral
- Excellent attention to detail
- Strong copywriting and proofreading skills
- Strong organisational and interpersonal skills
- Excellent time management and multitasking skills with an ability to deliver to deadline
- Ability to work using own initiative
- Friendly, approachable and confident manner

Desirable:

- Experience of Drupal content management system
- Desktop publishing / web design / CMS qualification(s)

### 1.4 Core Competencies

These competencies will help you understand and deliver the high performance required for this role at the College. These performance standards and behaviours will be assessed during the interview process and developed through the appraisal process.

<b>VALUE:</b>	EXPERT
<b>COMPETENCY:</b>	Empathy with the College and its business
<b>DESCRIPTION:</b>	Understands the fundamentals of what the College does, its mission, vision, values and culture. Uses this information to grow and develop the College and its people

Support & Delivery
<ul style="list-style-type: none"> <li>• Applies knowledge of business to day-to-day activities</li> <li>• Understands team function and how it fits in overall College</li> <li>• Develops a team spirit</li> <li>• Applies a "can do" approach</li> <li>• Understands impact of own role on wider College functions (and vice versa)</li> </ul>
Management
<ul style="list-style-type: none"> <li>• Applies their professional expertise to the College</li> <li>• Thinks commercially</li> <li>• Acts as a College ambassador</li> <li>• Delegates fully and effectively</li> <li>• Develops, motivates and engages teams and individuals</li> <li>• Plans resources effectively</li> </ul>

<ul style="list-style-type: none"> <li>Leads by example</li> </ul>
<b>Strategic Leadership</b>
<ul style="list-style-type: none"> <li>Champions key direction and strategy</li> <li>Encourages and demonstrates entrepreneurialism and cross-College working</li> <li>Encourages a high-performance culture</li> <li>Understands impact of external changes on the College</li> </ul>

**VALUE:** INCLUSIVE  
**COMPETENCY:** Collaboration and Communication  
**DESCRIPTION:** Works collaboratively and co-operatively with colleagues to get the job done and responds positively to change. Communicates widely and effectively. Appreciates diversity and equal opportunities for all.

<b>Support &amp; Delivery</b>
<ul style="list-style-type: none"> <li>Is a team player, open to others' views</li> <li>Adapts communication style to situation</li> <li>Keeps others informed and updated</li> <li>Willing to give and receive feedback</li> <li>Listens and responds effectively</li> <li>Values different perspectives</li> </ul>
<b>Management</b>
<ul style="list-style-type: none"> <li>Communicates effectively and openly, ensuring key messages are cascaded and everyone's views are heard</li> <li>Works with peers to influence effectively and consistently</li> <li>Deals with conflict between individuals and teams</li> <li>Works with partners to enhance the reputation of the College</li> <li>Ensures transparency and credibility</li> <li>Networks appropriately</li> <li>Ensures and enables an inclusive culture</li> </ul>
<b>Strategic Leadership</b>
<ul style="list-style-type: none"> <li>Articulates a shared vision</li> <li>Presents in an engaging manner</li> <li>Ensures conflict and risk is mitigated</li> <li>Champions diversity and values</li> </ul>

**VALUE:** POSITIVE  
**COMPETENCY:** Customer Focus  
**DESCRIPTION:** Builds relationships with customers by understanding, anticipating and responding to their needs. Takes responsibility to complete work in order to exceed expectations.

<b>Support &amp; Delivery</b>
<ul style="list-style-type: none"> <li>Answers phones in a timely way</li> <li>Understands customer needs, stresses and pressures</li> <li>Understands impact of own actions</li> <li>Manages own time</li> <li>Meets and exceeds targets</li> <li>Does what they say they'll do</li> <li>Makes recommendations for improvements</li> </ul>
<b>Management</b>
<ul style="list-style-type: none"> <li>Future-proofs</li> <li>Builds relationships</li> <li>Equips others to deal with customers</li> </ul>

- Sets targets, ensuring they are met
- Ensures customer is aware of relevant College services and products
- Uses knowledge and expertise to ensure customer satisfaction
- Plans for the future to improve services

#### **Strategic Leadership**

- Knows competitors
- Addresses external conflict
- Focusses on the long-term
- Is aware of changes and impact on others
- Overcomes barriers to improvement
- Manages risk

**VALUE:** FORWARD-THINKING  
**COMPETENCY:** Conceptual Flexibility  
**DESCRIPTION:** Takes the initiative and thinks flexibly and innovatively in order to propose solutions and deal with ambiguity. Builds trust and credibility through self-awareness.

#### **Support & Delivery**

- Acknowledges success and failure and learns from them
- Works on own initiative and finds better ways of doing things
- Acknowledges problems and suggests solutions
- Remains open-minded
- Adjusts to changing needs
- Is aware of self and others
- Contributes and adds value to operational plans

#### **Management**

- Encourages others to find solutions
- Creates an open forum for innovation
- Implements operational plans and manages risks
- Realises when things are going wrong and fixes them
- Maintains personal credibility

#### **Strategic Leadership**

- Approaches issues with fluidity and flexibility
- Makes improvements at a corporate level
- Implements solutions at a strategic level
- Welcomes innovation from colleagues and empowers them
- Challenges the status quo

**VALUE:** AMBITIOUS  
**COMPETENCY:** Shared Vision  
**DESCRIPTION:** Acts quickly and decisively, seizing opportunities and adding value.

#### **Support & Delivery**

- Sets personal objectives which meet operational and strategic plans
- Adapts to changing priorities
- Analyses problems and resolves them
- Understands the impact of operational plans on own role
- Deals with colleagues fairly and consistently
- Keeps focused in the light of changing priorities
- Sets high personal standards

#### **Management**

- Puts operational plans into action

- Isn't afraid to make decisions
- Ensures right people, right time, right place
- Identifies new opportunities

#### **Strategic Leadership**

- Defines corporate vision and values
- Handles all matters with sensitivity
- Scans the horizon
- Develops strategy, taking into account all external drivers

Signature: .....

Name: .....

Date: .....