

 WOKINGHAM BOROUGH COUNCIL	Job Description		Job Reference
			712625
Job Title	Assistant Digital Content Specialist		
Service	Digital and Change	Team	Digital Experience
Location	Shute End/Homeworking		
Reports to	User Experience and Content Design Specialist		
Responsible for	None		
Grade	Type of position:		Date
Grade 5	FTC		
<p>This job description has been designed to indicate the general nature and level of work required of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list and the line manager may vary duties from time to time which do not change the general character of the job or the level of responsibility entailed.</p>			
<u>Service Purpose</u>			
<p>To drive, lead and manage digital improvement to increase the efficiency and improved outcomes for Wokingham, ensuring involvement and engagement with key stakeholders.</p> <p>Responsible for the successful implementation of digital initiatives and within the organisation, ensuring benefits are realised and delivered within the timescales agreed.</p> <p>To build effective relationships with Directors and their leadership teams, embedding the new behaviours and culture of continuous digital improvement, to ensure successful digital outcomes for the future.</p> <p>This service is responsible for the creation of the Digital and Technology Strategy and ambition of the Council, focusing on the adoption of technology to improve the customer experience.</p>			
<u>Purpose of the role</u>			
<p>With your passion for digital content and excellent editorial skills you will work with teams to help develop engaging, accessible, and user-centred content for all our websites, ensuring timely and accurate delivery.</p>			
<u>Main Accountabilities</u>			
1	As first point of contact for digital work requests you will: manage, maintain, edit and update quality web content that is accurate, creative, uses plain English and follows guidelines set out in the agreed content guidelines.		

2	Work closely with internal stakeholders to develop their website content in line with the needs of the customer
3	Monitor website content using a variety of tools to ensure it meets our best practice guidelines and legislative obligations
4	Answer enquiries from external stakeholders, customers, and partner agencies
5	Champion and support staff in other teams to take an active role in digital, owning areas of content and providing support
6	Support the UX specialists with website testing and user testing
7	Carry out data analysis and create reports using tools such as google analytics
8	Manage simple databases
9	Provide administrative support for the team
Supervision Received	General guidance from the line manager and wider team
Supervision Given	None
Contacts & Working Relationships	Regular communications with staff from other teams to discuss requirements and work requests. Occasional contact with external stakeholders/external partner organisations regarding updates and work requests.
Management of resources or budget	None
Special Factors	None

Organisation Chart



Person Specification

Focus on describing the qualifications, skills, knowledge and experience an individual will require to successfully undertake the role. These should be split between essential and desirable.

Qualifications	Essential	Desirable
		Relevant Digital marketing/User Experience qualification
Technical Skills.	Essential	Desirable
	Excellent writing for web, editing and proofreading skills	
		Analytical skills including the collection and analysis of data, problem-solving, and decision making
		Wireframe design and visual mock-up for user journeys

Knowledge		Essential	Desirable
			Understanding the role of the website in digital marketing
		Understanding of web accessibility	
		Understanding of Search Engine Optimisation	
			In-depth understanding of the Web Content Accessibility Guidelines (WCAG)
Experience		Essential	Desirable
		Experience of using a Content Management System	
		Experience of communicating and presenting information in plain English	
		Strong communication and stakeholder management skills	
			Experience of writing for the web with ability to produce attractive, effective and appropriate content
			Experience of using website analytics tools such as google analytics
			Experience of using Sharepoint
			Practical understanding of Microsoft 365
Completed by:	Michael Fredman		Date: 20/03/2025