Further particulars for the post of
Digital Experience Officer
Requirement

St John’s College wishes to appoint a Digital Experience Officer on a permanent basis.

St John’s College

St. John’s College was founded in 1511 by Lady Margaret Beaufort, the mother of King Henry VII. It is one of the largest of the University colleges and has some 530 undergraduate and 320 post-graduate students, and around 160 Fellows in a very wide range of academic disciplines. The charitable purposes of the College are the advancement of education, religion, learning and research. The College is currently able to accommodate all its students in College and nearby hostels and houses. All Fellows have a study in College and some are fully resident in College. Additionally, the College employs some 250 Assistant Staff. The College is a highly international community with approximately 15% of its undergraduates and 55% of its graduates coming from overseas.

Further information on the College can be found on the College website www.joh.cam.ac.uk.

College Aims: the College’s statutory aims are the advancement of education, religion, learning and research.

Department Aims: the Communications Office delivers a modern, proactive, consistent and coherent approach to internal and external College communications, and advises College officers and other staff in their dealings with the media, so enabling the College to fulfil its statutory and strategic aims.

Principal Responsibilities and Duties

Job Title: Digital Experience Officer

Department: Communications Office

Line Manager: Head of Communications

Job Purpose: The Digital Experience Officer role is a mix of content production and functional development.

The successful candidate’s first priority will be to project manage the production of a new College website as part of a small team responsible for communications and media relations activity at St John’s. The website is a key part of the College’s digital profile but not the only way St John’s engages with its audiences online – the successful candidate will also be involved in producing content for social media and other influential online platforms.

Candidates should have strong digital skills to produce engaging multimedia content for the College’s website – and a future College app – and the ability to be responsible for the content management functionality of the website on a day-to-day basis.

This role works closely with colleagues across the College and manages the relationship with our external web developers to ensure the work of the College is communicated in an impactful way online and supports the College’s wider communications strategy and objectives. The post-holder will join up website design, content, creative digital features and new technologies.
Principal Responsibilities

a) The Digital Experience Officer will be responsible day-to-day for the College website and online profile of St John’s. The post-holder will:

   i. Project manage the production of a new website from design concept to launch with the oversight of everything from the standard of imagery, to the tone of voice and the training of website editors.
   ii. Once the website is launched the Digital Experience Officer will continue day-to-day oversight of the site, which will include regular site maintenance tasks such as creating accounts for new users and testing functionality, to checking links, site reliability, archiving and audience usage analysis.
   iii. Work closely with the Head of Communications and wider team on the strategic development of the College’s online and digital presence to present consistent and compelling messages about St John’s.
   iv. Proactively ensure website copy is relevant and engaging, liaising with College officers and departments as appropriate.
   v. Contribute multimedia content to social media and the website and its rolling news section.
   vi. Recommend new features/developments as technology advances to ensure the site does not remain static in content or feel.
   vii. Advise on the production and content of a future College app.

b) To ensure the College makes optimal use of emerging web-based technology, and that the most effective web-based systems and content are utilised, the Digital Experience Officer will:

   i. Maintain an awareness of technology advancements and make recommendations that enhance the College’s digital offer and provide appropriate training to website editors as necessary.
   ii. Manage the relationship with the external web agency and ensure best practice and developments are followed as swiftly as possible to ensure the user experience is prioritised as technology progresses.
   iii. Produce content that complies with Web Content Accessibility Guidelines (WCAG 2.1 – Level AA) and promote web accessibility throughout the College.
   iv. Attend external meetings of, for example, research and interest groups in order to learn about technologies that may be leveraged for College use.
   v. Identify and attend other training events as relevant.

c) Working closely with the Head of Communications, the Digital Experience Officer will advance the College’s approach to digital communications by:

   i. Helping to develop and embed identity guidelines, templates and advice and guidance on print, web and multimedia design to others in the College.
   ii. Liaising with relevant staff, Fellows and students to ensure that appropriate individuals receive necessary training, providing one-to-one training as required.
   iii. Engaging with members of College and staff to answer technical and conceptual queries on web issues and to develop new concepts.
   iv. Attending and acting as secretary to a Departmental Forum on communications consisting of representatives from every College department.
d) In order to ensure an efficient and prompt service, and to meet the Communications Office’s departmental and strategic aims, the Digital Experience Officer will undertake such other reasonable and appropriate duties as requested by the Head of Communications.

This list includes the principal accountabilities of the role but is not exhaustive. Other relevant duties may be assigned by the Head of Communications.

**Person Specification**

Set out below are the qualifications, experience, skills and knowledge that are the minimum essential requirements for the role or are desirable additional attributes.

**Qualifications, Knowledge and Experience:**

- The Digital Experience Officer must possess a first degree in a relevant subject, or an equivalent professional qualification or industry experience.
- Experience of managing a similar website project is highly desirable.
- Strong experience of using content management systems and have the ability to be creative within their constraints.
- Experience of writing, editing and proofreading content.
- Social media experience and multimedia and videography skills would be highly desirable.
- Knowledge of the collegiate University of Cambridge and a willingness to learn about how the institutions intersect and interact with one another.

**Skills, Abilities and Competencies:**

- Excellent communication skills are essential. Tact and discretion are regularly required during the working day. The Digital Experience Officer must be able to impart knowledge to others in effective, efficient and enthusiastic ways.
- Excellent organisational skills are essential and the post-holder must be able to prioritise their workload and work well under pressure.
- Attention to detail is essential, when considering both web content and site appearance. The holder of the post must be able to write and edit clearly and accurately to sometimes demanding deadlines.
- The Digital Experience Officer should be interested in sector developments and be interested in innovating in this arena and willing to learn new tasks.
- The Digital Experience Officer should be capable of using his/her initiative and able to work with limited supervision at times.

**Terms and Conditions**

**Length of post:** Permanent

**Salary:** The salary for the post will be between £32,305.58 – £36,008.70 p.a. (depending on experience)

**Hours of work:** 36.25 per week

**Location:** The role is based in Cambridge.

Contractual benefits include:

- Membership of a Defined Contribution Pension Scheme after a qualifying period
• Additional Christmas salary payment
• Annual leave of 36 working days (inclusive of Bank Holidays)

Other benefits include:

• Free lunch in the College’s Buttery Dining Room (subject to a monetary limit)
• Access to a ‘cash plan’ healthcare scheme currently provided by Simplyhealth which provides some financial assistance towards the cost of everyday health expenses such as sight tests or dental check-ups after a qualifying period
• Free car parking close to the College (subject to availability)
• Free use of an on-site Gym
• Free life cover
• An Agile Working policy whereby eligible staff may be able to work remotely for up to 40% of their working hours.

The appointment will be subject to an initial probationary period of six months during which the appointment may be terminated by one week’s notice on either side. Following the successful completion of the probationary period, the period of notice is one month on either side.

**Recruitment Process**

Please include in your application:

• A completed application form;
• A brief covering letter summarising why you believe yourself to be suitable for the role and why the role appeals to you;
• A full c.v.

Applications should be sent:

by email to: recruitment@joh.cam.ac.uk
or by post to: HR Department, St John’s College, Cambridge, CB2 1TP

to arrive no later than **9.00 am on 3 July 2023**. Interviews are expected to take place week commencing 10 July 2023.

In applying for this role, you will provide personal data which the College will process in accordance with its data protection obligations and its Data Protection Policy. Please see attached for a copy of our Data Protection Statement for further information about how we process your personal data.