

Website and Digital Content Officer

Recruitment pack

Contents

| | |
|--|----|
| A message from our CEO, Vivienne Stern | 2 |
| Who are we? | 3 |
| Role description | 4 |
| Person specification | 8 |
| Working at UUK: Benefits | 11 |
| Equality, diversity and inclusion | 13 |
| Staff engagement and wellbeing at work | 14 |



A message from our CEO, Vivienne Stern

Universities UK (UUK) is the collective voice of universities in England, Scotland, Wales and Northern Ireland. We bring them together to pursue a common cause: thriving universities, serving society.

My journey at UUK started as a Parliamentary Officer and I have progressed through the organisation from there, with the opportunity to work across a range of different teams, up to becoming CEO. This is testament to the fact that at UUK we support our people to succeed, helping us achieve our ambitious goals as an organisation as a result.

At UUK we believe that supporting our people to succeed involves prioritising wellbeing at work and being an inclusive employer. We employ a total of just under 160 staff across the UUK Group. In our 2023 staff survey, I am proud that we scored higher than similar organisations for caring about our employees and treating them with fairness and respect, and that 86 per cent felt proud to work for UUK.

I am continually inspired by the passion and talent of the team at UUK. If you care about higher education, its ability to transform people's lives and its impact on wider society, then, in my opinion, there is no better place to do it than here.

Who are we?

At Universities UK, we harness the power of the UK's universities and create the conditions for them to thrive. We are the collective voice of 142 universities, bringing them together to pursue a common cause: thriving universities, serving society.

This mission forms the core of our [strategic plan](#) which runs to 2030 and sets out our ambitions for the sector. Our influence, convening power, and insight will enable our universities to:

- transform the lives of more people from the UK and around the world through high-quality education.
- drive greater growth and prosperity through the knowledge and skills they generate, creating places that allow communities to flourish.
- be globally competitive centres of research, at the forefront of making ground-breaking discoveries with the power to change our world.

To help them achieve this we will:

- secure sustainable funding that enables our universities to serve society better.
- build trust and confidence that our universities are a national asset to be proud of and are acting in the best interests of society.



Role description

Post title: Website and Digital Content Officer

Responsible to: Strategic Communications and Campaigns Lead

Salary: £34,646 – £38,496 (dependant on experience)

Location: London

The team: Communications Group

Job summary: Universities UK is recruiting a **Website and Digital Content Officer** to be the custodian of high-quality, engaging and accessible content for UUK's owned channels. This role ensures that web and other digital content aligns with brand guidelines, meets user needs, and supports the objectives of Universities UK's five-year strategic plan. It also supports the campaigns and content team with wider outputs and content.

UUK is the collective voice for 142 universities in England, Scotland, Wales and Northern Ireland. As world leaders in research, teaching and innovation, our universities have a fantastic story to tell and will continue to be vital in the government's growth and opportunity missions. Working with its members, Universities UK is embarking on a major programme of work to shift the dial on perceptions of higher education over the next four years.

As we progress this work, we are looking for a creative individual to join our team with proven experience in web content creation and management, expertise in content management systems and strong understanding of SEO principles, web analytics tools and user accessibility.

The post holder will also manage the relationship with our external digital partners, so experience of supplier is desirable.

Main responsibilities:

Content creation

- Write, proof-read, edit, and publish web content that is clear, concise, and optimised for SEO and GEO.
- Collaborate with internal teams to pull through content which is relevant and impactful and translate it into user-friendly digital and web storytelling.
- Contribute to the development of content strategies and editorial calendars.
- Ensure all content is accurate, up-to-date, and reflects UUK's tone of voice and style guide.
- Maintain consistency in brand and message across all digital platforms.

Website management and maintenance

- Regularly review and update website content to ensure a high-performing website with relevance and accuracy.
- Ensure the web platform, templates and content comply with relevant regulations including accessibility and GDPR, and advise internal colleagues on ensuring their content meets these standards
- Work with internal and external designers and developers to improve the user experience and website functionality.
- Monitor website performance, user engagement and brand monitoring using analytics tools, produce monthly dashboards summarising and make data-driven recommendations for improvement across all.
- Identify and fix broken links, outdated pages, and accessibility issues.
- Perform a yearly web audit ensuring our content is up-to-date and complies with accessibility guidance.
- Manage our 'comms hub' website helping with any admin enquiries and assist the team with uploading any content.

- Manage the relationship with our design and digital studio partner and other agencies

Wider digital support

- Play an important role in digital campaigns by creating landing pages and promotional content which supports the delivery of campaign objectives.
- Support other digital projects as required, including microsites, landing pages, and news-driven content
- Assist the Strategic Communications and Campaigns Lead, Senior Digital Content producer and Digital Content producer with the management of UUK outputs and publications, including design, proofreading, graphic creation and ensuring outputs are accurate and accessible
- Contribute to social media outputs where necessary, creating and posting graphics or assisting with other social content creation as required
- Build data analytic graphics for web and social media using Flourish or equivalent
- Monitor brand monitoring dashboard Brand24 to feed into campaign monitoring, sector or brand analysis, and manage external relationship with external Brand24 customer rep
- Monitoring the webmaster email address and actioning any outstanding emails or enquiries.
- Schedule monthly meetings with our web development support agency to ensure we are on top of any ongoing issues and thinking about how we can develop our website to be as accessible, engaging and as user friendly as possible.

Additional responsibilities

- Take part in the press office on call rota to support out of hours media enquiries – roughly one week in six
- Point of contact with HR for the staff intranet

Compliance and governance

- to take responsibility for own health and safety in line with UUK H&S policy and current legislation and undertake such responsibilities as they relate to any employees, volunteers or contractors for which the post is responsible.
- to ensure compliance with UUK's internal procedures and all external legal requirements.

Personal effectiveness

- to take responsibility as far as is practical for own personal development to ensure that personal knowledge and skills are updated to ensure effectiveness in meeting work objectives.

General

- to show respect to colleagues, external partners and stakeholders, and to understand and adhere to UUK's Equal Opportunity policy, UUK Staff Standards of Conduct, and UUK's organisational capabilities.
- to work collegially, and to support all the teams which the post has contact with, in achieving the organisation's objectives.
- any other duties commensurate with the grade and level of responsibility of this post, for which the post holder has the necessary experience and/or training.
- This job description will be reviewed and amended in the light of changing professional demands. A job description is not a rigid or inflexible document but acts to provide guidelines to the duties expected while in post.

Last reviewed: April 2026

Person specification

Essential skills:

| Essential skills | Assessment |
|--|-------------------------------|
| Proven experience in web content creation and management, driven by content design principles, including accessibility | Application form Interview |
| Experience in using CMS platforms (e.g. WordPress, Drupal, Sitecore) including for digital accessibility standards and managing third party suppliers | Application form Interview |
| Excellent oral and written communications skills, with experience of explaining complex ideas and technical information in an accessible way. | Application form Interview |
| Experience and ability to work collaboratively, supporting others and contributing to team decisions. | Interview |
| Highly organised: ability to plan and manage multiple complex tasks independently, to deliver these on schedule and to keep team and colleagues appropriately updated. | Interview |
| Experience of using initiative to solve problems | Interview |

| | |
|---|-------------------------------|
| Understanding of SEO principles and a proficient user of web analytics tools (such as SiteImprove, Google Analytics) | Application form Interview |
| Knowledge of legal and regulatory considerations for web publishing (e.g., GDPR, copyright, accessibility). | Interview |
| Aptitude with Excel, PowerPoint or other equivalent programmes used to gather and showcase information | Application form Interview |
| Familiarity with digital marketing concepts and current web content trends | Application form Interview |
| Flexible to the needs of the organisation with the ability to prioritise workload and maintain a consistent level of quality and accuracy | Interview |
| Driven; willing to tackle demanding tasks and work under pressure. | Interview |
| Experience in, or sympathy with, the role of the higher education sector | Interview |
| Demonstratable experience of embedding inclusivity into your work. | Application form Interview |

Desirable skills:

| Desirable skills | Assessed by |
|---|-------------------------------|
| Hands-on experience and knowledge of social media, the platforms available, their functions, and usage in relation to campaigns. | Interview |
| Experience of project management in a digital context | Application form Interview |
| Experience with Adobe tools (e.g. InDesign, Premiere) | Application form Interview |
| <p>Persuasive: able to advise and influence colleagues and senior internal stakeholders to ensure the website remains an accurate, relevant 'shop window' for UUK</p> <p>Curious: interested in learning about all parts of UUK, and keeping up to date with current digital trends for continual improvement</p> | Application form Interview |
| Available for occasional out-of-hours work including some evenings and weekends as part of the press office rota (around one week in six). | Interview |

Working at UUK: Benefits

If you care about higher education, its ability to transform people's lives and impact wider society, joining our team is a great opportunity.

Universities play a huge part in our everyday lives, and we want to help them make even more of a difference. We bring together leaders of UK universities to discuss higher education issues and represent and campaign on their behalf to the government, business, the media and beyond.

People drive our success, and we value everyone's work.

Universities UK operates a hybrid working framework involving the opportunity to work from home and in the office. There will be a small number of roles where employees will be required to work from an office, but typically the majority of employees will be able to work remotely on average 60% of their working week. All employees are welcome to use their contractual office for their whole working week if that is their preference.

"I joined Universities UK three months after leaving university, and I immediately felt so welcomed and supported. I've been given opportunities to develop new skills, get involved in such a variety of interesting projects and work with colleagues across the organisation. It's a really friendly place to work and I feel trusted and valued to put my own views and ideas into practice."

Sofia Henderson, Senior Content Producer

TO FIND OUT MORE ABOUT STAFF BENEFITS AND WELLBEING, VISIT OUR [WORKING AT UUK PAGE](#)

Staff benefits

Leave



- 27 days annual leave rising to 30 days after 3 years' service and 32 days after 5 years' service plus bank holidays (England and Wales).
- 26 days annual leave rising to 29 days after 3 years' service and 32 days after 5 years' service plus bank holidays (Scotland).
- 4 closure days between Christmas and New year.
- 2 days paid leave each year for volunteering activities.
- Up to 5 days paid carers leave in a year.

Wellbeing



- Access to 24 hour 7 day a week Employee Assistant Programme which extends access to close family.
- Virtual Medical Care – 24 hour access to GP consultations and physio.
- Mental Health First Aiders.
- Staff network groups.



Financial wellbeing



- Interest free season ticket loans after 6 months.
- Staff benefit fund loan scheme
- 'Learn for you' – claim £100 each year tax free towards hobbies and activities outside of work.
- Funding support for continuing development, up to 2/3 of course costs paid with the remaining funded through an interest free loan recovered through monthly pay.
- Generous pension scheme (USS or SAUL depending on role).
- Salary sacrifice Cyclescheme.
- Salary progression plans.
- a £45 contribution every two years towards eye tests and the purchase of glasses where required.

Home working



- Hybrid Working policy – 40% of time averaged over a month to be spent in the office or meeting face to face with stakeholders, allowing 60% of time to be worked from home.
- Support for homeworking set up.

External schemes



- As employees of a registered charity you will be able to access:
 - [Charity worker discounts](#)
 - [The Company Shop](#)
 - [Tickets for Good](#)
- Access to Able Futures for mental wellbeing support.
- Apple hardware discount scheme.

Our office facilities



- Tea/coffee/milk provided for refreshments.
- Kitchens available in all offices with access to fridges and microwaves.
- Shower facilities available (London and Cardiff).
- Cycle storage facilities.

Equality, diversity and inclusion

We want every member of staff to feel that they belong, can be themselves and that their opinion counts.

We can only reach our ambitious goals with multi-skilled, multi-experienced teams. Different perspectives make our work better.

What unites us is a passion for higher education and the enthusiasm to spread the message about the positive impacts UK universities have on our society.

We are committed to the equal treatment of all current and prospective employees and do not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership. We aspire to have a diverse and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply and join UUK.

An equal, inclusive and diverse place to work

Equality, diversity and inclusion help create new ideas and approaches to teaching, learning and research. With that in mind, we're building a culture where difference is valued. We're constantly evolving the programmes and tools that help all employees grow and manage rewarding careers.

TO FIND OUT MORE ABOUT EQUALITY, DIVERSITY AND INCLUSION AT UNIVERSITIES UK, READ OUR [INCLUSION AND DIVERSITY ACTION PLAN](#)

Staff engagement and wellbeing at work

Staff engagement

In our 2023 staff survey, we scored higher than similar organisations for caring about our employees and treating them with fairness and respect, and that 86 per cent felt proud to work for UUK.

Wellbeing at work

We care about the mental health and wellbeing of all our staff. Having open and honest conversations about mental health is important to us. Our commitment to staff wellbeing includes:

- Training some members of staff to become mental health first aiders so they are there for colleagues who need support and advice.
- Raising awareness by recognising Mental Health Awareness Week with external speakers, opportunities to come together and talk and take part in activities
- Training for managers and all staff on mental health awareness
- Employee Assistance support helpline.



Universities UK is the collective voice of 142 universities in England, Scotland, Wales and Northern Ireland.

Our mission is to create the conditions for

UK universities to be the best in the world; maximising their positive impact locally, nationally and globally.

Universities UK acts on behalf of universities, represented by their heads of institution



Woburn House
20 Tavistock Square
London, WC1H 9HQ

☎ +44 (0)20 7419 4111

✉ info@universitiesuk.ac.uk

🖱 universitiesuk.ac.uk

🐦 📘 📷 @UniversitiesUK

