

Job Description and Person Specification

Role: Digital Web Lead



Job Description

Job Title	Digital Web Lead
Grade	G9
Service	Policy and Communications
Reports to	Head of Communications
Location	Council House
Job Evaluation Code	A6207



About Coventry City Council

Who we are: At Coventry City Council we are dedicated to making a positive difference to the services we deliver to the diverse citizens of Coventry. The work we do improves people's lives – from helping them into work to providing clean and green places to live, to keeping people safe and protected.

As a Coventry City Council employee, you have our ongoing commitment to your growth and development with opportunities to work across multiple service areas including customer contact, public health prevention and education and skills, adults and children's services and provide support for the most vulnerable.

Our Priorities – Increasing the economic prosperity of the city and region, improving outcomes and tackling inequalities within our communities, and tackling the causes and consequences of climate change.

Our Values: We expect everyone who works for us to be committed to our One Coventry values and to share our commitment to becoming a more diverse and inclusive organisation:



About the Service your team will provide

Purpose of the role

For managing and maintaining the content on CCC website, subsites and the Council's intranet, as well as championing accessibility for online content across the Council. Provide strategic support to other council departments and their content authors.

Take a strategic approach and lead the management responsibility for all future development of the Council's web content.

Main Duties & Key Accountabilities

- Overall responsibility for content on the CCC website, subsites and the Council's intranet using the Council's Content Management System.
- Manage and administrate the Council's content management system to maintain, manage develop and edit content
- To manages the contracts for website support systems such as accessibility support tools, quality assurance and custom search engines and other contracts as necessary.
- Develop, promote and enforce quality control standards and systems for web publishing, including the use of plain English, editorial guidelines and the Council's style guide. Ensure that content is published in a clear way and aligned with a suitable information architecture.
- Working with the Resident Experience Team to ensure the sites meet users' needs.
- To ensure continuous professional development of the web team and the wider Communications Team.
- Develop and implement procedures to ensure that other council departments create and maintain content on the sites.
- Ensure the sites conform to government accessibility and usability standards.
- Working with council departments and teams to deliver a training programme for staff on how to use the content management systems for creating effective web pages, including the use of plain English and how pages must be created with editorial guidelines and accessibility standards in mind.
- Provide support, advice, guidance and assistance to council service areas on design and content of their individual web pages and the use of the content management system. Provide users with information about the updates and changes to features.

- Play an active role in the Communications Managers' meetings to ensure that the wider team uses online channels effectively.
- Investigate best practice and be aware of emerging trends on the use of websites and intranets as a marketing, communication and service delivery tool and make recommendations on how these can be incorporated with the councils' sites.
- Manage, control and monitor project and operational budgets and expenditure.
- Any other duties and responsibilities within the range of salary grade.

Key relationships

External • Key strategic contract partners – ranging from content platform to site support, accessibility and forms. • Web practitioners across the sector. • Industry contacts & leaders.	Internal • Director of Policy and Communications • Head of Communications • Senior Marketing Manager • Web authors • Digital Services • Customer Services • Human Resources • Legal and Information Governance
---	---

Standard information

Post holders will be accountable for carrying out all duties and responsibilities with due regard to Code of Conduct, Safeguarding, Health & Safety and the City Council's Workforce Diversity and Inclusion Policies.

Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines.

Smoke Free

The City Council is Smoke - Free. Smoking is not permitted on any of our premises or the surrounding land including car parking facilities.

Training

The postholder must attend any training that is identified as mandatory to their role.

Responsible for:

Staff managed by postholder: • E-Communications Officer x2

Person specification

Job Evaluation Code	A6207
Knowledge	
Excellent knowledge of managing and improving user-focussed web platforms and content management systems for both external website and intranet sites	
Understanding of delivering compelling customer-focussed digital content as well as customer service developments and innovations	
Knowledge of using metrics and insight to improve customer journeys, drive traffic, improve digital content and improve user experience	
An excellent understanding of developing and maintaining web sites that are required to conform to the Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018.	
Knowledge of negotiating and managing web support contracts.	
Knowledge of UX experience for the web	
Knowledgeable about the website's users and industry.	
Sound understanding of UK GDPR and how it relates to web sites	
Skills and Abilities	
Ability to design customer-driven end-to-end digital experiences, with compelling digital content and impactful user journeys that allow residents to access information and transactions for our services quickly and easily.	
Ability to co-ordinate and manage a wide network of web authors to ensure consistency, tone and customer focus throughout the external and internal sites.	
Ability to negotiate and manage high-cost, strategically important contracts for the council's website including content platform, site support, accessibility and forms.	
Ability to design for web and create engaging, user focussed content.	
Ability to lead and develop the team to deliver high quality web content designed around the needs of staff, residents and customers.	
Ability to review and lead web strategy to ensure continued development and adoption of best practice digital communications.	
Ability to produce outstanding, innovative web content solutions.	
Logical and analytical, with an ability to spot patterns, gaps and repetitions in web content	
Ability to stay up to date with developments in your subject area and in developments in the digital world.	
Technically minded, with an extensive understanding of web programming languages including HTML, CSS, PHP and JavaScript.	
Able to research, collate and summarise information from different sources	

• Manage user-access to social media support systems, including Meta Business Manager.
Experience
• Experience of working at pace in a busy, technical team managing a complex website
• Experience of leading a website team in a busy customer-facing environment
• Experience of delivering a web strategy that delivers measurable outcomes with a focus on user experience and accessibility.
• Experience of producing compelling, engaging content that allows users to easily access service information and transact with the Council.
Qualifications
• Degree level or equivalent
• A relevant qualification in communications, user experience or relevant web-related experience
Special Requirements
• Some working outside of normal office hours may be required

Date Created	January 2025	Date Reviewed	April 2025
---------------------	--------------	----------------------	------------