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| **Role Purpose:*** To provide a digital content production service on behalf of the Communications Unit, ensuring that the SRA’s outward-facing digital communications activity is as effective as possible and supporting the implementation of the SRA’s Digital Communications Strategy (DCS)
* To promote across the SRA the standards outlined in the DCS, with particular emphasis on developing and maintaining a user experience of outstanding quality across the organisation’s outward-facing digital communications channels
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| **Outcomes:*** Produce content commissioned for the SRA’s websites and other digital channels, including high-volume email campaigns and social media presence, undertaking the full range of digital content production tasks
* Advise, train and support a broad range of SRA staff, including managers and subject matter experts, on effective ways to communicate using digital content, with an emphasis on the role of information architecture
* Influence and persuade other members of staff, including managers, in order to guide internal stakeholders towards collaborative web design decisions that are user-centred, rational, support the goal of maintaining clear, intuitive navigation paths, and enable conformance with the standards outlined in the DCS
* Support SRA staff in writing and editing content that (a) is optimised for on-screen display and (b) can be consumed conveniently across the maximum range of modern browsers, devices and platforms
* Support the implementation of the DCS by ensuring that SRA digital content satisfies, at a minimum, the usability, accessibility and responsive design standards outlined in the DCS
* Ensure consistency of the SRA’s corporate visual identity on the SRA website and other outward-facing digital communications channels
* Perform administrator and super-user roles for the SRA’s web content management system and other digital communications tools, including an email management system (EMS), online survey tools, and a social media management platform
* Proactively communicate and advocate the SRA’s digital content production standards and processes to subject matter experts and other staff across the organisation
* With the guidance of the Senior Front-End Web Developer, use CSS, JavaScript and XML technologies to develop and evolve high-quality user interfaces and interaction styles, which result in measurably improved user productivity, discoverability and simplicity
* Deputise for the Senior Front-End Web Developer: When the latter is absent or unavailable, the post holder will investigate, document and help resolve functional and technical issues relating to cross-browser compatibility, semantic HTML, CSS rendering, execution of JavaScript client-side code, XML technologies and domain certification, and will liaise directly with in-house and third-party suppliers of technical support to expedite prompt and sustainable resolution of incidents
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| **Knowledge, Skills & Experience:** **Essential*** Degree-level education or equivalent
* Demonstrable professional experience of producing digital content
* Experience using and administering enterprise-level web content management systems
* Knowledge of HTML and CSS, including at least a basic understanding of the ‘semantic web’ and web accessibility
* Experience of industry-standard digital content production processes, preferably through experience of a complex corporate website
* Strong team player, with a customer-focused attitude
* Ability to work quickly and accurately
* Ability to assess, monitor and report on own workload to meet challenging deadlines
* Ability to work on several projects simultaneously

**Desirable** * Experience maintaining or developing corporate websites
* Web design skills and experience
* Knowledge of client-side scripting, including JavaScript and jQuery
* Familiarity with XML technologies
* Proofreading and copy editing skills
* Demonstrable professional experience creating visual digital assets such as banners, diagrams and charts, and experience cropping, retouching and optimising photographs and other images for websites, email campaigns and social media platforms
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