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| Job description |  |

**Website Content and Accessibility Officer**

**Reports to: Digital Improvement Manager**

**Responsible for - Directly: 0**

**Total staff managed: 0**

**Working environment: Office and Remote working**

**Purpose of role:**

* To support the Councils IMT [Digital Strategy](https://www.great-yarmouth.gov.uk/media/5521/Digital-Strategy-2024/pdf/Digital_Strategy_2024.pdf) to ensure our online services are accessible to all users
* Working with the IMT Digital team to:
  + Help shape our website governance, standards and reporting frameworks
  + Develop an accessibility improvement plan across all websites and online services provided by the council
* To ensure websites, content and other online resources meet or exceed the minimum required standards to comply with accessibility legislation
* Working with colleagues across the Council to:
  + Implement and embed accessibility best practices into their day-to-day workflows
  + Present new and existing content in more accessible ways
* Provide training and guidance to the business, ensuring materials are continuously updated in-line with accessibility best practice

**Key result areas:**

**Corporate responsibilities**

* Helping to ensure that all websites owned and operated by, or on behalf of the council are – at a minimum - compliant with legislative requirements for:
  + UK Data Protection Act 2018
  + Public sector website accessibility requirements (Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018)
  + Privacy and Electronic Communications Regulations
* Supporting website governance development and continuous improvement practices
* Maintaining an accurate and up-to-date register mapping website content to its respective information owner(s)
* Maintaining an accurate and up-to-date log of non-accessible content across all websites
* Identifying appropriate metrics to measure compliance with accessibility legislation
* Generating appropriate management information to demonstrate level of compliance utilizing available tools (AXE, Silktide)

**Operational responsibilities (managing/developing)**

* Working with departments to reimagine how content can be provided in line with guidelines and best practice
* Reviewing and approving content submitted by content authors to ensure content is:
  + Clear and coherent
  + regularly updated and relevant
  + editorially consistent and uses spelling, grammar and punctuation correctly
  + meeting accessibility requirements, including any supported media documents or files
* Providing face-to-face and virtual training to web authors either individually or in small groups
* Working with services to embed accessibility best practices into day-to-day workflows
* Working within a project management team to assist in the delivery of project objectives
* Supporting the development of our accessibility hub on the Corporate Intranet. This is our go-to resource for internal staff on how to create accessible content and documents.
* Reviewing existing published content to assess its compliance against WCAG 2.2 AA standards
* Updating non-accessible content to ensure that this is accessible
* Supporting with and undertaking accessibility audits
* Support the creation and review of website accessibility statements
* Liaising with suppliers to ensure that any identified non-compliances are logged and tracking issue remediation
* Ensuring process and procedure documentation are effective and regularly updated
* Writing clear and concise website content using plain English language
* Supporting departmental content authors with day-to-day content creation
* Helping to ensure that content on our commercial websites is appropriately optimised for indexing by search engines
* Ensuring that all websites and web applications are intuitive and usable across a range of devices and browsers
* Keeping up to date with changes and advances in accessibility best practices
* To carry out other duties from time to time that may be required that is commensurate with the grade of post. This may involve temporary secondment to any other division.

**The above may change subject to consultation with the post holder.**

**This job description sets out the duties and responsibilities of the job at the time when it was drawn up. Such duties and responsibilities may vary from time to time without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot in themselves justify a reconsideration of the grading of the job.**

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| Person specification |  |

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| **Website Content and Accessibility Officer** |

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|  | **Essential** | **Desirable** |
| **Qualifications** | * Current IT and Digital industry knowledge * Excellent English literacy (written and verbal) and numeracy skills | * Web Accessibility Specialist qualification |
| **Experience and Knowledge** | * Experience with writing content for web use * Experience using website content management systems * Experience with HTML, CSS and Javascript * Experience of providing face to face or group training * Awareness of accessibility requirements for public sector websites * Good understanding of Website Content Accessibility Guidelines * Familiarity with privacy legislation (UK Data Protection Act 2018, Privacy and Electronic Communications Regulations) * Competent in the use of Microsoft Office software | * Past project management experience * Experience creating accessible documents using Microsoft Word * Experience with creating accessible PDF documents using Adobe Acrobat DC * Experience with WordPress administration * Previous experience with using and managing GOSS iCM * Previous experience providing training to users * Undertaking data analysis using Microsoft Excel * Understanding of Search Engine Optimisation * Experience undertaking manual website accessibility audits |
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| **Personal Qualities and Attributes** | * Ability to work effectively as a part of a team * Demonstrate a methodical and analytical mindset * Demonstrate continuous learning, including a desire to learn new skills and improve knowledge * Attention to detail * Takes ownership of individual personal development, supported by management * The ability to listen and remain calm under pressure * To demonstrate self-motivation, along with a pro-active and can-do attitude * The ability to work under pressure and to meet target deadlines with the minimum of supervision * To demonstrate well developed and effective organisational, prioritisation and time management skills, including managing own workload * Ability to work under own initiative * The ability to work flexibly and creatively to respond to the changing needs of the Council and customers | |
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| **Competencies** | * Interpersonal skills, including the ability to effectively communicate technical information to colleagues across the organization both orally and in writing * Problem solving skills * Research skills for fact finding and recording * monitoring and improving content based on user feedback, research and data * The ability to work positively and effectively with colleagues. * working effectively with subject matter experts, stakeholders and partners to deliver clear, relevant content * ensuring all content assets are user-focused, accurate, optimised appropriately (e.g. for search), and meet relevant design, style and brand guidelines | |
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| **Behaviours** | * Effective communication * Working together Artboard 20@2x-100 * Taking personal responsibility * Putting Great Yarmouth first * Respecting others * People focused * Embracing change | |
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| **Personal**  **Circumstances** | * Ability to work additional hours as necessary * Prepared to attend training and obtain qualifications * Ability to work remotely * Willing to commute into the office on a regular basis, or as and when required by the business | |