

# Job Information Pack - Web and Digital Content Lead



Thank you for your interest in working at  
Bridgend College.

We hope the information in this pack is  
both informative and inspirational to you.

Should you have any queries we would be  
happy to help. Please contact us at:

[jobs@bridgend.ac.uk](mailto:jobs@bridgend.ac.uk)

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# Our values

*Be all that you can be.*

We believe that every person has a chance to be the best they can be for themselves and the best they can be for others.

Bridgend College offers you the opportunity to truly achieve excellence.



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# Diversity, Inclusion & Safeguarding

## Equality, Diversity & Inclusion

We are committed to improving representation from all sections of the community and promoting equality of opportunity. We welcome applicants from all backgrounds and communities and in particular, those that are currently under-represented in our workforce, including but not limited to, Black, Asian and ethnic minority candidates, candidates with disabilities, female candidates in STEM, and Welsh speakers. We also seek to support the employment of armed forces.

## We Are Disability Confident

We are recognised as a [Disability Confident Leader](#).

We provide a fully inclusive and accessible recruitment process to help us recruit and retain those with disabilities and health conditions to fulfill their potential and realise their aspirations.

We guarantee to interview anyone with a disability if their application meets the essential criteria for the post.

## Safer Recruitment

The safe recruitment of staff is the first step to safeguarding and promoting the welfare of children in education. Bridgend College is committed to safeguarding and promoting the welfare of all students.

Our HR team and Recruiting Managers have undertaken [NSPCC safer recruitment](#) training and we follow safer recruitment processes and procedures.

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# Organisational Overview

## Business Support

Learning Support, Cyfleoedd, Student Services and Wellbeing, Learner Journey, IT, Finance, MIS & Registry, HR, Health, Safety & Sustainability, Marketing, Estates, Catering, Administration

## Engage

Commercial Training, Community College, Part Time Courses



## Day Nursery & Playscheme

Local Nursery for childcare in Bridgend. Open 7am – 6pm Monday to Friday for children aged 6 weeks to 5 years.



## Curriculum

Land Based, Care and Childhood Studies, Science and Engineering, Construction, Creative Arts, Sport, Public Services, Education, Services to People, IT, Skills, ILS

## Work Based Learning

Apprenticeships, NVQs in the workplace, ESF Projects

## Weston House

A Registered Care Home for Younger Adults regulated by the Care Inspectorate Wales (CIW)



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# Web and Digital Content Lead

Salary scale PO1: £34,974 - £37,763 per annum  
Full Time (37 hours per week) and Permanent

**Bridgend College recognises its responsibility to ensure the safety and wellbeing of all students. We apply a rigorous process of checking the suitability of staff and volunteers to work with children and vulnerable adults.**

**This post is subject to a satisfactory Enhanced DBS disclosure for child and adult workforce.**

As a term of your employment you may be required to undertake such other duties on college sites or elsewhere as may reasonably be required of you commensurate with your grade/level in the college. This is a description of the job as it is at present constituted. It is the practice of the College periodically to examine employees' job descriptions and to update them to ensure that they relate to the job as then being performed, or to incorporate whatever changes are being proposed.

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# Job description for Web and Digital Content Lead

**Job Purpose:** The Marketing Team is looking for a Web and Digital Content Lead to drive and develop its digital presence. Reporting to the Marketing Manager, you will have a strong technical background along with skills in project management and content generation. This is an exciting time to join the College in this role with the planned development of a new College website, which you will lead and manage.

## Main Duties

- Manage the main Bridgend College website, as well as other associated College sites, ensuring written and visual content is engaging, up-to-date and accurate
- Ensure the sites are optimised for mobile and desktop, and content is fully optimised for SEO
- Lead the development and launch of a new College website. This will involve working closely with an external partner as well as a number of internal colleagues and students
- Proactively identify opportunities to develop and enhance content to help promote the College's courses, initiatives or services
- Write and edit content for the website to ensure consistency of messaging which is in line with the College's Copy Style Guidelines
- Deliver a holistic digital strategy for multiple stakeholders (e.g. prospective and current students and their families, commercial and employers, apprenticeships and work-based learning, prospective employees)
- Work with colleagues within the Marketing Team to ensure maximum performance of digital advertising campaigns
- Use data to produce frequent insights reports to help develop digital strategy
- Take briefs directly from departments across the College and offer creative solutions. Ensure excellent communication and service to our colleagues and deliver quality outputs to deadline
- Ensure sites are highly accessible (including WCAG 2.0 requirements)
- Ensure sites and digital outputs comply with our duties under the Welsh language standards
- Oversee the College's internal staff intranet/portal, with responsibility for content and structure to maximise user engagement
- Keep up-to-date with the latest developments and best practice in relation to website management and ensure this is reflected in projects and outputs
- Coordinate focus groups and insights testing
- Lead the Marketing Team on project work as and when necessary

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# Person Specification for Web and Digital Content Lead

## Essential criteria

- Experience of day-to-day website management
- Highly competent in the use of Wordpress as a CMS
- The ability to project manage a new website development in collaboration with an external digital and web design agency, in addition to other day-to-day duties
- A technical background including a sound working knowledge of web development and language (ideally one or more of the following; Joomla, Drupal, Java, WordPress)
- Ideas-driven with a creative outlook
- An excellent copywriter with strong attention to detail and a commitment to producing quality outputs
- The ability to effectively communicate complex information in a clear and concise way
- Excellent communication and customer service skills
- Ability to confidently present reports, findings and insights to colleagues
- Experience of working within a team, providing support to colleagues where necessary
- An understanding of website accessibility regulations

## Desirable criteria

- Experience within an education setting
- Fluent Welsh speaker with the ability to write confidently in Welsh

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# Why work with us? Here are some of our staff benefits...

## Generous annual leave entitlement:

- Business Support (28 days)
- Lecturers (46 days)
- Management (37 days)
- Casual hourly paid staff (holiday payment)
- \* Please note this will be pro rata for part time

## Extensive CPD opportunities

- CPD days and events throughout the academic year
- Access to numerous courses via Skillgate
- Teaching support for Lecturers including Teaching & Learning Coaches

## Work at an Award Winning College -

- TES College of the Year 2019 and #24 in the Times Top 100 Organisations to Work For (2020)
- Google Reference College
- Many other prestigious awards!

## Excellent on site facilities

- Free on site parking
- Refectory facilities serving hot and cold food on all campuses & Coffee Shop with Barista style coffee and snacks; Newsagents shop
- InTuition Hair and Beauty Salon on Bridgend Campus
- Seasons' Restaurant on Bridgend Campus
- Livery and kennels on Pencoed Campus
- State of the art STEAM Academy opening September 2021 on Pencoed Campus

## Enrolment into generous pension schemes

- Local Government Pension Scheme (LGPS) for Business Support
- Teachers' Pension for Lecturers

## Access to student discounts

- Use your college email address to access student discounts via NUS, UniDays, Student Beans etc.

## Flexible Working

- Flexible working can be considered if the hours of the post aren't suitable
- We have the potential to look at part time, condensed hours, Term Time Only contracts, job shares, hybrid working and agile working

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# Why work with us? Health & Wellbeing Support...

## Mental Health Support

- We are proud to hold a [Mind Gold Award](#)
- We can organise confidential counselling sessions (face to face or telephone) with Horizons Counselling.
- We can help you to complete Wellness Action Plans to support and promote your mental health and wellbeing at work
- We signed the [Time To Talk pledge](#) - we want everyone who works here to feel they can be open about their mental health, and ask for support if they need it.

## Occupational Health

- We can organise occupational health referrals to identify support and reasonable adjustments that can be put in place to support you in your role

## Employee Assistance Programme

- 24/7 confidential access to Employee Assistance Programme Care First
- Advice on a wide range of topics and access to resources
- 24 hour telephone counselling service

Care first

## Additional support

- Free eye tests for Display Screen Equipment (DSE) users
- In Work Support - fast track physiotherapy & counselling hotline
- Fitness suite, strength and conditioning gym
- Subsidised Leisure membership

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