

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: (AE) Technical Web Manager

Accountable to: Project Manager

Contract Length: Permanent

Hours per week/FTE: 35 / 1 FTE

Weeks per year: 52

Salary: £ 44,708 - £53,865

Grade: 6

Service: Operations and External Affairs

Location: Kings Cross, N1C 4AA

Who are Academic Enterprise?

The department of Academic Enterprise (AE) leads the University of the Arts London's third stream income operations and is integral to the University's long term development. As well as a focus on increasing the amount of income generated by the University from non-core teaching and research activities, AE also generates opportunities for students and graduates to engage with external businesses and other organisations. It builds on, and includes, the successful UAL Short Courses Ltd., UAL Awarding Body, Study Abroad, the Language Centre, college and research-based enterprise, and business and innovation operations including Knowledge Exchange. Academic Enterprise not only integrates and bolsters a wide range of business and client facing work across the University but is also developing new products and services for new and existing markets.

Academic Enterprise is a successful and growing department with an anticipated combined turnover of £32m in 2017/18, from both B2B and B2C activities. There are approximately 195 staff and 650 hourly paid tutors working in Academic Enterprise operations in all UAL's Colleges as well as central university services. Each year, around 70,000 students study on short courses or qualifications offered by AE business units.

What is the purpose of the role?

The AEMSS (Academic Enterprise Marketing and Sales Systems) Project is seeking to implement a new LMS (Learning Management System) that will integrate with the UAL website to provide an improved user experience for students from the moment they visit short course pages to when they place a booking, and will also integrate with a CRM in order to deliver more effective marketing and and better customer care.

The Web Manager will be responsible for project managing the e-commerce development and ongoing maintenance of the interfaces between the CMS and the Administrative Learning Management System and our current CRM, Salesforce. They will also be managing third party suppliers and both internal and external stakeholders for the AEMSS Project on behalf of UAL Short Courses Ltd and Language Centre; both of which are part of the Academic Enterprise Department. Going forward this will transition into business as usual.

They will be required to work with third party suppliers, the AEMSS Project Manager, Business Analyst, UALSC Marketers, UALSC UX Designer, UAL Solution Architect and the UAL Digital team as well various teams within UAL and UALSC to ensure successful delivery of the AEMSS Implementation project, and ongoing functionality.

Main Duties and Responsibilities:

Project

- Managing the web development of UAL Short Courses and Language Centre section of the UAL website. Working closely with the Marketing Lead, Business Analyst, the Digital Team, digital agencies and the LMS supplier (Administrative) to ensure that the project objective to improve user experience and our ecommerce functionality is achieved.
- Line Management of AE central project web roles, currently 2 staff – UX Designer, and Content Editor.
- Responsible for the accuracy and maintenance of GIT repositories and code base.
- In accordance with business needs, to set the acceptance criteria to be tested and sign off digital agency deliverables.
- Managing the design, development and delivery of new short course page templates for the UAL website by working closely with the digital agency and the UAL Digital Team.
- Managing AEMSS project's Information Architecture recommendations and implementation with the UAL Digital team to ensure that the project objective to improve user experience and SEO is achieved.
- Devising the web and communications design plan for AEMSS business requirements, in collaboration with the Marketing Lead and in accordance with the UAL branding strategy.
- Working with stakeholders within Academic Enterprise to review and appraise the CRM options to identify where and how requirements will be best met, supporting the strategy and development plan for the CRM work stream within AEMSS, while engaging with the wider university.

Business As Usual

- Support the delivery of the SEO and content strategy by working closely with various teams within AE including UAL Short Courses Limited, UAL Language Centre and UAL Study Abroad, as well as the UAL Digital Team and the digital agency to help maximise SEO impact.
- Working closely with the UAL Digital team manage change requests to the code base, remediating bugs, and on-going improvement to the platform and ensuring it remains current.
- Ensuring changes to the website design and development are inline and working optimally across all systems; UAL website where the product pages are hosted and Administrative My Account where the basket, checkout and the My Account pages are hosted.
- To ensure compliance for General Data Protection Regulation 2018 specific to the Finance and Academic Enterprise business system namely (Customer/Supplier/Employee) related data.
- On-going management and development of CRM requirements and functionality across AE and AEMSS systems, representing AE business needs within wider university discussion / projects.
- Managing stakeholder engagement, expectations and realisation of vision, providing advice and guidance for web and ecommerce / UX developments and SEO.

General

- To undertake appropriate professional activity to form and take part in networks both within and out

with the University.

- To perform such duties consistent with your position as may from time to time be assigned to you from anywhere within the University.
- To undertake health and safety duties and responsibilities appropriate to the post.
- A commitment to the University of the Arts London's Equal Opportunities Policy, together with an understanding of how it operates within the responsibilities of this post.
- A commitment to your own development and that of your staff through effective use of the University's appraisal scheme and staff development processes.
- To personally contribute towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022)

Key Working Relationships:

- Project Manager
- Business Analyst
- Associate Directors
- Business Managers
- Finance Business Systems and Projects Team
- IT Services staff
- Marketing and Communications Teams
- Operational Support Staff
- Teams across the organisation impacted by the AEMSS Project
- External Third Parties, including Digital Agency and LMS supplier

Specific Management Responsibilities:

Budgets: None

Staff: Line Management of multiple project resources, usually specialist temporary or contract staff (eg SEO, UX, Developers, Designers etc) ; Matrix management of project work package teams.

Other: None

Specialist Knowledge/ Qualifications	<ul style="list-style-type: none"> • Knowledge of project management methodologies • Understanding of Agile methodologies • Understanding of the web's three main principles: HTTP, URI and HTML • Familiarity with REST API and Webhooks • Familiarity with cross browser issues • Experience with web application frameworks and web services • Understanding of programming and development • Good understanding of CSS and front-end technologies • Understanding of CRM systems • Understanding of SEO
Relevant Experience	<ul style="list-style-type: none"> • Experience of working as a web developer within a team • Experience of working within a project team • Experience of working with HTML, Sass, CSS JavaScript, Gulp, NodeJS and Git. • Experience of working with a content management system • Experience of working in the HE and FE sectors (D) • Experience of designing user interfaces (D)
Communication Skills	Communicates effectively orally and in writing adapting the message for a diverse audience in an inclusive and accessible way
Leadership and Management	Motivates and leads a team effectively, setting clear objectives to manage performance
Planning and managing resources	Plans, prioritises and manages resources effectively to achieve long term objectives
Teamwork	Works collaboratively in a team and where appropriate across or with different professional groups
Student experience or customer service	Builds and maintains positive relationships with students or customers

Creativity, Innovation and Problem Solving	Suggests practical solutions to new or unique problems
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The application form sets out a number of competence questions related to some of the following selection criteria. Shortlisting will be based on your responses to these questions. Please make sure you provide evidence to demonstrate clearly how you meet these criteria

September 2018