

| ROLE PURPOSE: To provide support in planning, designing, building and maintaining all Suffolk Libraries websites, intranet and social media accounts. Provide secondary customer service support. | | |
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| Accountabilities | Measures of success | What you need to know |
| 1. Teamwork <ul style="list-style-type: none"> - Participate as a member of the IT team and wider central office team, supporting colleagues and working collaboratively to develop Suffolk Libraries. - Work flexibly to support delivery across Suffolk Libraries. - Take ownership for own personal development. | <ul style="list-style-type: none"> - Feedback from team members/ line manager - Contribution to service - Team performance - Service development | <p>A' level/NVQ level 3 or equivalent in a relevant area, such as English or some design/visual design qualification</p> <p>Experience of writing maintainable HTML and CSS</p> <p>Experience of using a content management system, such as WordPress, or a static site generator, such as Jekyll</p> <p>Effective communication skills, especially in writing for the web</p> <p>Experience of running social media accounts</p> <p>Experience of publishing to the web</p> <p>Experience of using graphics editing software</p> |
| 2. Partnership working <ul style="list-style-type: none"> - Build working relationships with libraries staff and volunteers. - Answer routine enquiries from libraries and library users - Obtain and edit content from staff - Be able to explain design and editing decisions to staff - Build and maintain effective working relationships with third party web suppliers | <ul style="list-style-type: none"> - Feedback from staff - Personal effectiveness | |

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| <p>3. Service delivery</p> <ul style="list-style-type: none"> - Add content to a website using a CMS - Design content using HTML and CSS - Keep track of changes made to the website and roll back when appropriate - Follow style guidelines when writing and editing content - Source and edit visual content, such as logos and images - Ensure content is accessible on any device or screenreader, and to all customers - Test new content and design through kiosk testing - Assist with audit of website content and top task research - Assist with card sort activities and with planning content calendar - Update social media accounts (including Twitter, Facebook and Instagram) and assist with writing and publishing an email newsletter | <ul style="list-style-type: none"> - Service delivered to agreed targets - Feedback from staff and managers - Service delivery performance indicators | <p>How you act</p> <p>Team worker – You work collaboratively with your team to achieve better outcomes for customers.</p> <p>Service deliverer – You focus on delivering a service that provides great outcomes for our customers.</p> <p>Customer focused – You put the customer first.</p> <p>Well organised – You prioritise your work to get things done.</p> |
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| <ul style="list-style-type: none"> - Monitor Google Analytics in order to manage website content - Cover customer service and IT support phone line and ticketing system - Assist with maintenance of website and hosting - Use resources creatively and flexibly to meet service needs - Look for ways to improve the way the service is delivered | | |
| Agreed by Job Holder..... | Date..... | Review due by |
| Agreed by Manager | Date..... | |