

## Level: Developing/Skilled

### Indicative grade 5/6

**Example job title:** Web Content Assistant, Digital Communications Assistant

### Transferable skills and competencies

FOLLOWING INSTRUCTIONS AND PROCEDURES

WRITING AND REPORTING

ACHIEVING PERSONAL WORK GOALS AND OBJECTIVES

#### Experiences

*Activities and responsibilities likely to be required when working at this level*

Drafting and formatting web content using CMS; Edit pictures for the web (ideally using Adobe Creative Suite or similar); Being a first point of contact for CMS; Collate and coordinate web content

#### Personal and professional development

*Development options to consider when working towards this level*

#### On the Job Learning

Familiarity with UCL guidelines (visual identity, and house style); Basic CMS use; Customer relationship management; CMA aware/apply knowledge; Awareness of legislation relating to web content; 'Writing for the web'.

#### Interactions with others

Shadowing to learn about CAM/ Faculty activities; Communities of Practice; Lunch and learn.

#### Formal training

'Writing for the web' training courses/plain English; CMS training course; Drupal training.

#### UCL Ways of Working for Professional Services

*These describe expected behaviours in line with UCL culture and values.*

*For further information, and more detailed indicators, search "UCL Ways for Working for Professional Services" on the UCL website.*

#### Personal Excellence

Being able to recognise and report bullying, harassment and discriminatory behaviour.

Serving colleague and stakeholder needs as efficiently and effectively as possible.

Being consistent and doing what you say you will do.

Planning effectively so that work is delivered and others are not delayed.

#### Working Together

Being a collaborative member of your team.

Actively seeking out feedback and opportunities to develop.

Building rapport and being comfortable talking to others.

Being open to feedback to improve the quality of your work.

#### Achieving Our Mission

Understanding how your work fits in with others' and its importance in the wider context.

Bringing a positive attitude to change or innovation.

Working methodically, prioritising and managing a reasonable amount of tasks.

Planning effectively and recognising and flagging any delivery problems ahead of time.

## Level: Independent

### Indicative grade 7

**Example job title:** Web Content Manager/Web Content Editor

#### Transferable skills and competencies

DEVELOPING RESULTS AND SETTING CUSTOMER EXPECTATIONS

APPLYING EXPERTISE AND TECHNOLOGY

PERSUADING AND INFLUENCING

#### Experiences

*Activities and responsibilities likely to be required when working at this level*

Write/edit content; producing/maintaining website structure; Awareness of user-centred design; Advise and guide editors to use CMS effectively; Plan content according to content production schedule; Report on performance of content (analytics); Oversee and edit the work of others; Managing discrete web content projects; Liaise with professional and academic stakeholders across UCL; Promoting good web practice and ensuring that standards are adhered to; Put together and control project budgets.

#### Personal and professional development

*Development options to consider when working towards this level*

##### On the Job Learning

Adapt content to meet SEO accessibility, usability best practice; Project working. Creating and managing project related budgets.

##### Interactions with others

Join Digital networks; Shadowing to learn specific skills; attend relevant conferences.

##### Formal training

CMA, SEO; Analytics; Web architecture/taxonomy course; User experience (UX) training; using design, maintenance interface (developer). Plan for undertaking a professional qualification.

#### UCL Ways of Working for Professional Services

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##### Personal Excellence

Being supportive and kind to others around you.  
Persistently committed to providing a responsive and helpful service.  
Taking time to appraise situations and to consult where necessary.  
Having zero tolerance to bullying, harassment and discriminatory behaviour in teams.

##### Working Together

Delegating with appropriate guidance and encouraging initiative.  
Giving timely, actionable feedback and seeking feedback yourself.  
Promoting personal and professional development for yourself and others.  
Finding creative ways to document and share solutions to standard situations and/or problems.

##### Achieving Our Mission

Willing to try new ideas which may improve outcomes.  
Being clear on how your work and that of your team fits into overall UCL 2034 objectives.  
Willing to work with teams from the extended UCL community on cross-institutional projects.  
Working to a plan and knowing how individual tasks and responsibilities fit into it.

## Level: Advanced

### Indicative grade 8

**Example job title:** Digital Manager, Web Manager

### Transferable skills and competencies

LEADING AND SUPERVISING

ANALYSING

RELATING AND NETWORKING

### Experiences

*Activities and responsibilities likely to be required when working at this level*

Contribute to digital strategy; Content design and modelling; Create and disseminate content guidelines and policies/governance; Design staff training programmes for web; Manage other content producers/managers and supplier relationships; implementing user research and UX best practice; Using Google Analytics to inform strategy; Project management and use of project management software; Apply knowledge of enterprise and open source CMS platforms (e.g. Drupal); Apply knowledge of information security and digital accessibility.

### Personal and professional development

*Development options to consider when working towards this level*

#### On the Job Learning

Expert user of CMS;  
Understanding of Agile development methodology.

#### Interactions with others

Represent web standards at senior levels and championing best practice; attending and speaking at relevant conferences; get involved with informal sharing with other HE institutions.

#### Formal training

UX training; Content design; Content strategy/taxonomy.

### UCL Ways of Working for Professional Services

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#### Personal Excellence

Responding proactively to the needs of colleagues and students.

Making inclusivity core to actions and decision-making for self and team.

Role-modelling an ability to balance work and personal needs.

Delivering on commitments to tasks and people.

#### Working Together

Listening closely, and speaking with clarity to colleagues, students and stakeholders to build rapport and credibility.

Sharing relevant knowledge and experience and encouraging those around you to do the same.

Empowering others by giving them freedom to act, and recognising their achievements.

Letting relevant colleagues, stakeholders and wider communities know what's happening at all stages.

#### Achieving Our Mission

Demonstrating clarity about how your work fits into the wider UCL mission and what you can do to support the 2034 goals.

Defining objectives and setting out clear and relevant future goals.

Being able to monitor and manage multiple projects.

Accepting accountability for your own decisions and actions.

## Level: Senior

### Indicative grade 9

**Example job title:** Head of Digital, Head of Web Content

#### Transferable skills and competencies

CREATING AND INNOVATING

FORMULATING STRATEGIES AND CONCEPTS

PRESENTING AND COMMUNICATING INFORMATION

#### Experiences

*Activities and responsibilities likely to be required when working at this level*

Own digital strategy and governance in line with business objectives; Oversee content production capability including resource and technology decisions; Negotiate and approve contracts or service level agreements relating to content production; Manage a programme of interrelated projects; Lead team of content managers and producers; Apply knowledge of emerging technologies, APIs and platform/social integrations; Apply knowledge of information security and accessibility.

#### Personal and professional development

*Development options to consider when working towards this level*

##### On the Job Learning

Lead a team within a matrix environment; HR issues; Keep abreast of new trends and emerging digital channels/social media platforms; budget/finance management.

##### Interactions with others

Presenting to Governance Groups and project boards.

##### Formal training

Project/ Programme Management training; Management and Leadership Training; Managing budgets/ finance training.

#### UCL Ways of Working for Professional Services

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##### Personal Excellence

Following through on commitments to people and tasks.  
Having an adaptable and flexible approach, seeking ways to do things better.  
Showing an active commitment to inclusion and diversity.  
Visibly demonstrating supportive leadership.

##### Working Together

Encouraging others to pursue their development needs, and exploring options with them.  
Being able to give, and receive timely and constructive feedback.  
Proactively working with other people, teams and functions for the benefit of the institution.  
Sharing information and keeping all relevant parties in the loop.

##### Achieving Our Mission

Providing a clear strategic direction and making sure everyone has what they need to get the job done.  
Encouraging innovative ways of working that benefit the organisation, based on robust understanding of processes and practices.  
Setting appropriate challenges and being clear around individual responsibilities.  
Letting others take ownership of their decisions.