



NOTTINGHAM TRENT STUDENTS' UNION

JOB DESCRIPTION

Job title	Web & Digital Placement – 12 Months fixed term placement opportunity.
Salary (per annum)	£25,146 (Grade E1)
Department	Marketing, Communications & Digital – Membership Services
Working pattern (hours/weeks etc)	37.5 hours per week to be worked flexibly to meet the needs of the role. Some evening and weekend work will occasionally be necessary. The post holder will work across all NTU campuses as necessary.
Responsible to	Marketing, Communications & Digital Manager
Supervisory responsibility	None
Job purpose	The front-end development of NTSU's websites. Proactive research, data collection & implementation of digital products that meet NTSU's organisational needs. To provide technical support for digital systems and ensure a high level of digital literacy across NTSU.

Main duties and responsibilities

1	Lead on the day-to-day maintenance of NTSU's websites, developing and updating their content, design, feature set and user data to ensure its functionality is effective, up-to-date, and user-friendly.
2	Lead in the implementation of other digital products that meet the organisational needs of the business, including MS Office apps, work request ticketing systems, online forms, project manage tools, API integrations and automation tools.
3	Provide technical and admin support for staff with the NTSU website and other digital platforms, ensuring our day-to-day systems and practices are compliant with Data Protection legislation.
4	Maintain and disseminate best practice for SEO and emerging Generative Engine Optimisation (GEO), performing regular audits on the performance and health of NTSU's websites using Google Analytics, Google Search Console, and other platforms.
5	Liaise with customer support for third-party tech platforms to resolve technical issues in an efficient and timely manner.
6	Ensuring website design remains consistent throughout the NTSU website and suggesting user experience improvements and implementing solutions where appropriate.
7	Internal tech support for our Moodle training site (e.g. managing platform upgrades)
8	Design, tech support, and admin for our various WordPress-based sites
9	Ensuring the security of digital platforms, including regular security audits, implementing necessary security patches, and educating staff on cybersecurity best practices.
10	Tech support and development of internal SharePoint sites
11	Form-building and data-handling for online forms and surveys
12	Identifying and proposing digital solutions for problem-solving across the organisation, (e.g. automating repetitive tasks to facilitate efficient working).
13	Engage in sustainable workplace practices, accepting and following sustainable office policies and procedures.
14	Explore and support the responsible use of AI-enabled tools across web and digital workflows (e.g. content optimisation, SEO/GEO, accessibility checks, automation and data insights), ensuring alignment with data protection, ethical use, and organisational policies.

Secondary and other duties

1	Work with staff in the Marketing, Communications & Digital team to deliver an excellent service to other depts. and stakeholders.
2	Support the delivery of segmented student communications through email, news feeds, and other digital tools.
3	Ensure that the websites and digital products meet accessibility standards, including the appropriate use of tools (including AI-assisted tools) to support inclusive design and testing.
4	Integrating social media platforms with the websites and digital tools for effective communication and engagement with NTSU members.
5	Keep updated with emerging technologies and trends in web development, digital marketing, and AI-enabled tools, with the ability to assess their potential impact on NTSU.
6	Maintain a proactive and collaborative working relationship with digital service providers and the University's DT department.
7	Ensure the data protection agreement with the University is fully adhered to and updated where required. Proactively identify and report any issues which may arise to line managers.
8	Try new and sustainable practices to reduce the Unions' negative environmental impact, especially regarding waste and greenhouse gas emissions, whenever possible.

Conduct and Attitude

The Union expects that the post holder will undertake their duties in a manner conducive to creating a pleasant and positive working environment, role modelling appropriate standards of behaviour and etiquette between themselves and beneficiaries, stakeholders, customers and colleagues. The post-holder will have the ability to deliver and receive constructive feedback, fostering an environment of continuous improvement and development.

Standards

At all times, the post holder will;

- Portray a positive image of NTSU, both professionally and personally.
- Actively support good sustainability practices in line with the organisation's ethical and environmental policies.
- Promote and share our commitment to a culture of equity, diversity, and inclusion, being empowered to report any concerns in line with the relevant NTSU procedures.
- Uphold the values of NTSU, demonstrating high standards of integrity, accountability, respect for others, courtesy and professionalism.
- Have a flexible approach and be willing to support colleagues in their department and the wider NTSU team.
- Undertake any reasonable task that helps NTSU achieve its objectives, given their role and position in NTSU.

Miscellaneous

- This job description reflects the immediate requirements and objectives of this post. It is not an exhaustive list of the duties but gives a general indication of work undertaken which may vary in detail in the light of changing demands and priorities.
- NTSU will periodically examine job descriptions/person specifications to ensure they accurately reflect each role.

Following consultation with the post holder, this specification is subject to alteration to account for any substantive change in duties and or level of responsibility

EMPLOYEE SPECIFICATION

Job title	Web & Digital Placement
Department	Marketing, Communications & Digital (Membership Services)
Responsible to	Marketing, Communications & Digital Manager

Criteria	Essential	Desirable
Qualifications	Current or recently graduated NTU student working towards a relevant qualification.	A digital based qualification.
Experience	Demonstratable experience of working to deadlines.	Experience of a Students' Union, charity or membership-led organisation.
	Experience of using website CMS.	
	Experience of administering digital systems and processes.	Familiarity with sustainable office practices.
		Experience of digital service development.
		Experience providing digital support.
Skills	Ability to design, edit and optimise Word Press websites	Front-end web design/development using HTML, CSS, JavaScript and APIs.
	Ability to update website content using basic HTML and CSS.	
	Ability to work with others.	
	Ability to provide technical support to non-technical staff with technical issues.	
	Strong communication skills.	
Knowledge	Able to contribute to driving continuous improvement.	Awareness of the systems and structures in, and issues affecting,

	<p>A clear knowledge of how to effectively plan, monitor and review the adoption and use of digital systems.</p>	Students' Unions and Higher Education.
	Knowledge of technical website SEO.	
	Up-to-date knowledge of issues and good practice relating to data protection legislation.	
	Up-to-date knowledge of trends and best practice relating to digital products.	
	An understanding of how to work in a varied environment with conflicting priorities.	Awareness of the opportunities and limitations of AI-enabled tools in web development, digital content, SEO/GEO, automation, and accessibility, including data protection considerations.