

WEB MANAGER – CUSTOMER SERVICES DEPARTMENT**EXECUTIVE MEMBER:** Cllr Norman Williams**LEAD OFFICER:** Jane Salt**REPORT AUTHOR:** Richard Quayle**Summary:** This report recommends a new Web Manager post is created within Customer Services department.**Recommendation:** The post will report to the Head of Customer Services and be graded SO1-2 (Job evaluation placed the role at Grade 9 £25,220 – 28,353).**Impact on delivering the Corporate Plan:** None directly**Impact on other statutory objectives (e.g. crime & disorder, LA21):** None**Financial and human resource implications:** This post is being funded by not replacing a vacant post in IT (ICT System Support Team Leader – PO36-39).**Project & Risk Management:** Not applicable**Key Decision Status**

- **Financial:** N/A
 - **Ward:** None

Other Ward Implications: None**1 Background**

A website redevelopment project was run in 2005. Although governance arrangements were defined by the project they were not effectively implemented as there was no dedicated resource in place to manage the website. As a result the quality of the site deteriorated over time. It appeared cluttered, was difficult to navigate around and information was not being regularly reviewed and updated.

In May 2008 SOCITIM (Society of Information Technology Management) carried out a review of our website and their report recommended a web team of 2 members of staff (Web Manager and support officer). This team was additional to any IT development support.

It is recommended that a Web Manager post is created to continue the development and maintenance of the website. The SOCITM report recommended that the post is situated in Customer Services as a key part of the role would be to increase the services available to customers over the website.

A job profile has been created for the web manager post, it has also been through vacancy management and Job Evaluation (Grade 9)

Appendix A - Web Manager Job Profile

List of Consultees:

IT Manager

 Copeland Borough Council JOB PROFILE	Job Title	Web Manager
	Job Family	Senior Officer
	Salary Grade	SO1-2
	Directorate	Quality of Life
	Service Unit	Customer Services
	Department	Customer Services
	Ref No	
	Date	26 Jan 09

1. MAIN PURPOSE

To provide strategic and hands on support to ensure the Council and its customers get maximum benefit from the website.

2. POSITION IN ORGANISATION

Responsible to: Head of Customer Services

Employees responsible for: None, directly.

This post is funded from the IT budget but is line managed by the Head of Customer Services.

3. EMPLOYMENT BASE The Copeland Centre, Catherine Street, Whitehaven.

4. SUMMARY OF MAIN DUTIES AND RESPONSIBILITIES

1. To actively contribute in the identification and introduction of new systems and techniques to improve the way that the Council works and to generate efficiencies.
2. Ensure the web strategy is delivered
3. Project manage web developments and other projects as directed.
4. Provide strategic support and guidance to the T-Enabling Board
5. Oversee the structure and development of the website
6. Ensure management information on web usage is available and acted on
7. Ensure managers make arrangements to keep web pages up to date
8. Ensure compliance with standards
9. Develop and manage Immediacy templates
10. Advise on editorial policy and manage the implementation of policies, standards and guides
11. Determine appropriate metrics and supply performance data to management
12. Ensure the web calendar is delivered
13. Publish approved pages
14. Provide tools, training and advice to facilitate staff updating / adding content
15. Keep up to date with developments in web design and technologies

16. Manage roles and permissions of Immediacy users and publishing of pages

17. From time to time undertake other duties appropriate to the grade and nature of the role requested by the line manager.

5. CONTACTS

Internal: Staff at all levels, Councillors

External: Equivalent post holders at other local authorities, suppliers.

6. SPECIAL FEATURES

N/A

7. PERSON SPECIFICATION

Criteria	Essential	Desirable
Education and Qualifications	At least 4 GCSEs, with Maths and English at Grade C or above	A degree level qualification Further training in performance management
<i>Knowledge and experience</i>	At least 3 years experience of writing for the web and Content Management Systems (CMS) Good understanding of HTML Basic knowledge of server side technology Experience of analysing web monitoring stats Project Management experience Understanding of web standards (accessibility, W3C, Government standards)	Experience of implementing e-business Web design skills Basic understanding of ASP.Net

Job related skills	<p>Excellent communicator (both written and verbal)</p> <p>Able to analyse processes outside own service area and propose improvements</p> <p>Able to train others</p> <p>Able to plan and manage own work to meet deadlines</p> <p>Computer literate in generic systems used by the Council;</p>	
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Personal competencies

1	<p>Health and Safety</p> <p>Core competence</p>	<ul style="list-style-type: none"> • Operates within the Council's health and safety policy and ensures that the Service adheres to safe working practices • Takes care of own health and safety and that of others • Challenges unsafe practices or behaviours
2	<p>Equality and Diversity</p> <p>Core competence</p>	<ul style="list-style-type: none"> • Promotes and ensures that the Service acts in accordance with the Council's equal opportunities and diversity policies. • Avoids language, actions and behaviours which may be considered discriminatory or cause offence or discomfort • Challenges discriminatory practices or behaviours • Respects diversity by listening to and being positive about alternative contributions
3	<p>Service Management</p>	<ul style="list-style-type: none"> • Implements the rules, principles and culture of Best value within the service unit. • Manages the Service's business planning and financial processes • Promotes and applies the full range of Copeland Borough Councils policies and procedures • Monitors and evaluates service standards and outputs to effect improved working processes, practices and systems
4	<p>Leadership and People Management</p>	<ul style="list-style-type: none"> • Sets challenging but achievable goals, clearly identifying what is required of self and others • Establishes effective working relationships with Service team members • Delegates work appropriately • Anticipates and manages conflict effectively • Gives constructive feedback • Ensures that employees are developed to their full potential

5	Communication	<ul style="list-style-type: none"> • Makes best use of the mechanisms within Copeland Borough Council to ensure excellent communication • Communicates clearly and with confidence • Listens actively, asks questions, clarifies points and checks understanding • Presents information in a way that promotes understanding • Briefs supervisors and team leaders regularly • Observes confidentiality
6	Delivering Results	<ul style="list-style-type: none"> • Prioritises and manages activities to ensure delivery of service to cost, time and quality • Applies a methodical and systematic approach • Anticipates problems and takes advantage of opportunities as they arise
7	Customer Focus	<ul style="list-style-type: none"> • Implements the Council's Customer Care strategy relative to the work of the service unit • Communicates the importance of the customer perspective to provide and develop quality services • Understands the needs and builds effective relationships with internal and external customers • Focuses on meeting customer expectations
8	Self Management and development	<ul style="list-style-type: none"> • Keeps relevant knowledge and expertise up to date • Has a positive and resilient approach • Is conscientious and committed to meet service objectives • Displays fairness and integrity • Pays attention to self development • Welcomes and acts on personal feedback
9	Impact and Influence	<ul style="list-style-type: none"> • Presents a positive and professional image of self, team, department and Council • Wins support for ideas and action plans • Reaches positive and constructive agreements with others • Anticipates and prepares for others reactions
10	Behaving ethically	<ul style="list-style-type: none"> • Complies with legislation, industry regulation, professional and organisational codes of practice • Shows integrity and fairness • Is open, yet diplomatic, with others • Remains objective and fair even when personal issues are at risk