LIVERPOOL HOPE UNIVERSITY
1844

Recruitment Pack

POST : Website Manager

Job Reference: 4AEREL2JA

Closing date: 2nd December 2026 at 5.00pm

www.hope.ac.uk















POST: Website Manager

STARTING DATE: ASAP

SALARY RANGE: £39,560 - £46,970

TYPE OF CONTRACT: Permanent

WORK PATTERN: Monday to Friday

REPORTS TO: Sue Kelly, Director of Corporate Comms and Marketing.

The Post

Liverpool Hope University is special institution, grounded in history and driven by a values-led approach to educational delivery.

This advertisement presents an exciting opportunity for a web professional to join the Marketing, Recruitment and Admissions team at Liverpool Hope University.

We are seeking an experienced and enthusiastic individual to support a major website redevelopment project while ensuring the ongoing effectiveness, accessibility and performance of the University's current website.

We are recruiting to the following role:

- **Website Manager (Grade 7)**

This role will form a dedicated web team with responsibility for shaping and enhancing the University's digital presence. Please review the recruitment packs for each position to determine the role best matches your skills and experience.

Permanent, full-time appointment (35 hours per week), based on-site across the University's campuses.

This is an exciting opportunity for an experienced web professional to lead and influence a major website redevelopment project while overseeing the effectiveness, accessibility, governance and performance of the University's existing web estate. The role combines strategic planning, stakeholder engagement, content governance and user experience optimisation with the day-to-day management of the University's web platforms.

The postholder will oversee website operations and governance, including content standards, information architecture, accessibility compliance and digital publishing processes, ensuring content remains accurate, relevant and aligned with University objectives.

The postholder will provide direct line management and professional support to the Website Content Coordinator and work closely with colleagues across Marketing, Communications, IT Services, Student Recruitment, academic departments and external development partners.

Interviews for this role will be held on 15th December 2026.

Job Description/Key duties of the post

Job Title	Web Manager	**Grade**	**7**
Subject/Service Area	Admissions, Marketing, Recruitment		
Reports to	Director of Corporate Communications and Marketing		
Accountable To	Director of Corporate Communications and Marketing		

Purpose of Job

The Web Manager will lead the day-to-day management, governance and continuous improvement of the University's website and digital content estate. Working within the Digital Team, the postholder will play a key role in an ambitious digital transformation programme, contributing to the redevelopment of the University's website and helping shape its future digital experience.

The postholder will directly manage one member of staff and work closely with colleagues across Marketing, Communications, IT, Student Recruitment and academic departments, as well as external suppliers and development partners.

Key Tasks / Responsibilities

The role combines strategic input, stakeholder engagement, content governance and user experience optimisation with the operational management of the University's website and digital platforms. The postholder will lead the development and implementation of content strategy, governance frameworks and quality standards to support the University's digital objectives.

The role is responsible for the strategic development, management and continuous improvement of the University's website and digital platforms, ensuring they support institutional priorities and deliver an effective user experience.

The postholder will oversee website operations and governance, including content standards, information architecture, accessibility compliance and digital publishing processes, ensuring content remains accurate, relevant and aligned with University objectives.

The role will monitor website performance through analytics, reporting and user insight, using data to inform decision-making, drive continuous improvement and optimise user journeys. The postholder will champion accessibility and user-centred design principles to enhance customer experience and service delivery.

The role will build and maintain effective relationships with stakeholders across the University and external partners, providing expert advice and leading engagement activities to promote digital best practice and support the successful delivery of web-related projects.

Work Performed (relating to key tasks)

Website Strategy and Development;

- Contribute to the delivery of the University's digital transformation programme and website redevelopment project.
- Help define and shape the future vision, structure and user experience of the University's web estate.
- Work with internal stakeholders and external suppliers to ensure website developments meet business and user needs.
- Act as a key subject matter expert for website governance, content strategy and user experience.
- Support the implementation and optimisation of the University's content management platform, with Drupal experience highly desirable.

Website Management;

- Lead the day-to-day management of the University's website and associated digital platforms.
- Ensure content is accurate, current, accessible and aligned with institutional priorities.
- Manage website releases, enhancements and ongoing improvements.
- Maintain web standards, governance processes and publishing guidelines.
- Oversee information architecture, site structure and navigation.

User Experience and Accessibility;

- Champion a user-centred approach to website development and content design.
- Use analytics, user research and feedback to identify opportunities for improvement.
- Ensure compliance with accessibility legislation and WCAG standards.
- Monitor website performance and support continuous optimisation of user journeys.

Content Strategy and Governance;

- Develop and implement content governance frameworks and editorial standards.
- Lead content auditing, rationalisation and improvement activities.
- Support departments in creating high-quality, audience-focused digital content.
- Promote best practice in content design, accessibility, SEO and digital publishing.

Analytics and Performance;

- Monitor website performance through analytics and reporting tools.
- Produce regular reports and insights to support decision-making.
- Use data to identify priorities and measure the success of digital initiatives.
- Track user engagement and conversion across key journeys, particularly student recruitment pathways.

Stakeholder Engagement;

- Build effective relationships with colleagues across the University.
- Act as the primary point of contact for website-related advice and support.
- Facilitate workshops and requirements-gathering activities as part of the redevelopment programme.
- Influence stakeholders to adopt digital best practice and user-centred approaches.

Line Management;

- Provide leadership, coaching and support to one direct report.
- Set objectives and support professional development.
- Allocate workload and ensure delivery of agreed priorities.

Materials, resources & equipment to be used

- Laptop
- Desktop
- Headset
- CMS System

Qualifications / Experience Required

- Educated to degree level, or equivalent knowledge and experience
- High level of literacy.
- Experience of Managing Website function
- Strong understanding of website management and digital best practice.
- Excellent knowledge of user experience principles and content design.
- Knowledge of accessibility standards and requirements (WCAG).
- Understanding of SEO and website performance optimisation.
- Knowledge of analytics platforms including Google Analytics.
- Excellent stakeholder management and influencing skills.
- Strong written and verbal communication skills.
- Ability to balance strategic priorities with operational delivery.
- Strong organisational and project management skills.
- Ability to interpret data and produce actionable insights.
- Able to work collaboratively with strong communication and presentation skills
- Good understanding of user experience (UX)
- Understanding of accessibility issues
- Ability to offer CMS training to Hope personnel
- Good grasp of data analytics and reporting
- Familiarity with optimising forms and building forms on the website
- Ability to manage a varied workload and prioritise
- Ability to work independently and meet given deadlines
- Understanding of compliance, governance and CMA

Regular contacts (internal / external)
• Director or Corporate Communications and Marketing • Head of Student Recruitment • Head of Admissions • IT Services • Third Party Suppliers for CMS, Accessibility • The University Incumbent Marketing Agency • Representatives from *all* schools and departments • Corporate Communications and Marketing Team
Staff Reporting to Post holder
Web Content Co-ordinator

Person Specification

Methods of assessment
Application form **(A)**
Interview **(I)**
Task **(T)**

	Essential(E) / Desirable(D)	**Method of assessment**
Educational Requirements		
Educated to degree level (or equivalent)	E	A
Educated to master's level (or equivalent skills & experience)	E	A
Communications or marketing experience/qualifications	D	A
Experience	**Essential(E) / Desirable(D)**	**Method of assessment**
Significant Experience Managing Large Complex Websites	E	A
Experience using enterprise content management systems	E	A
Experience working with multiple stakeholders across a large Organisation	E	A

Experience developing and implementing content governance processes.	E	A
Experience using web analytics to drive improvements.	E	A
Experience managing digital projects or workstreams.	E	A
High level of competence in copywriting skills, proofing and editing for online / digital platforms.	E	A/I
Experience of working on CMS systems (e.g Terminal4)	E	A
Understanding of compliance, governance and CMA guidelines	E	A/I
Capable to present to stakeholders and colleagues across the University.	E	A/I
Experience in, or a good understanding of, user experience (UX)	E	A/I
Experience in ensuring that accessibility regulatory requirements (WCAG 2.2) are met.	E	A/I
An understanding of CRM platforms (for eg, Azorus)	D	A/I
Experience in designing and delivering training on relevant topics	E	A/I
Experience of Managing a team	D	A/I
Skills and Knowledge	**Essential(E) / Desirable (D)**	**Method of assessment**
Excellent stakeholder management and influencing skills.	E	A
Strong written and verbal communication skills.	E	A/I
Ability to balance strategic priorities with operational delivery.	E	A

Strong organisational and project management skills.	E	A
Ability to interpret data and produce actionable insights.	E	A
Knowledge of accessibility regulations (WCAG 2.2)	E	A
Understanding of compliance, governance and CMA guidelines	E	A

Ability to manage a varied workload and prioritise	E	A/I
Ability to work in a / and lead a team	E	A/I
Ability to work independently and meet given deadlines	E	A/I
Any other requirements	**Essential(E)/Desirable(D)**	**Method of assessment**
Willing to work flexible hours	E	I
Highly motivated and enthusiastic	E	I
Commitment to Hope's Mission and Values	E	I

Contact for Queries

Sue Kelly
Director of Comms and Marketing
kellys1@hope.ac.uk

Conditions of service:

This post is based at Hope Park campus. However, you may be required to work in other areas of the University as and when required.

The post is permanent, subject to the normal probationary period of 12 months.

Salary scale for this post is £39,560 - £46,970 per annum. New appointments will normally be made on the first incremental point of the advertised grade within the salary scale. In certain circumstances, it may be appropriate to offer a candidate a higher incremental point of the advertised grade. A higher salary will not be offered purely on the fact that it has been requested. Any starting salary above the first incremental point of the advertised grade must be justified and **supported by evidence**. Salary is payable monthly in arrears by bank giro credit on and around the 20th of each month.

The annual leave runs from 1st September to 31st August. Holiday entitlement is 28 days per year plus statutory Public Holidays and Liturgical days. This entitlement is pro-rated for part-time staff.

Further Information

Liverpool Hope University has two main teaching campuses – Hope Park in the Liverpool suburb of Childwall and the city centre Creative Campus.

We have invested more than £60 million in buildings and equipment over the past eight years and we are proud of our campuses. Stunning listed buildings sit alongside modern architecture, and with beautiful gardens and facilities, which make Liverpool Hope University a unique place to work and study.

Mission and Values

Liverpool Hope University is an ecumenical Christian Foundation, which strives:

- to provide opportunities for the well-rounded personal development of Christians and students from other faiths and beliefs, educating the whole person in mind, body and spirit, irrespective of age, social or ethnic origins or physical capacity, including in particular those who might otherwise not have had an opportunity to enter higher education;
- to be a national provider of a wide range of high-quality programmes responsive to the needs of students, including the education, training and professional development of teachers for Church and state schools;
- to sustain an academic community, as a sign of hope, enriched by Christian values and worship, which supports teaching and learning, scholarship and research, encourages the understanding of Christian and other faiths and

- beliefs and promotes religious and social harmony
- to contribute to the educational, religious, cultural, social and economic life of Liverpool, Merseyside, the North-West and beyond.

Liverpool Hope's Values

Hope strives to meet the following values, which are integral to the fulfilment of its Mission:

- be open, accessible and inclusive,
- take faith seriously, being fully Anglican, fully Catholic, fully ecumenical, fully open to those of all faiths and beliefs,
- be intellectually stretching, stimulating, challenging,
- be hospitable, welcoming, cheerful, professional, full of Hope; creating supportive communities in aesthetically pleasing environments,
- be well-rounded, holistic, integrated, a team, a community of communities, collaborating in wider partnerships.

Equality and Diversity

Consistent with its Mission, Liverpool Hope strives to be a University where the individual and individuality matter. We hold students, staff and visitors in high regard and we seek to foster a working and learning environment that recognises and respects difference. All staff are expected to comply with the University's Equality and Diversity policies in the performance of their duties.

Health and Safety

Liverpool Hope University is committed to ensuring the health, safety and welfare of all staff at work and of students, visitors and others by continuous improvement in standards of health and safety. All staff are expected to comply with the University's Health and Safety policies in the performance of their duties

Sustainability

Liverpool Hope University is committed to enhancing the quality of its environment for its staff and students working and living at the University and the wider community; and aims to manage its operations in ways that are environmentally sustainable, economically feasible and socially responsible. All staff are expected to work in accordance with, and promote the University's sustainability practices.

Benefits of working at Liverpool Hope University

Liverpool Hope offers its employees a full range of benefits:

Pay and Pensions

- Competitive rates of pay defined using the HERA job evaluation scheme
- Pension schemes with generous employer contributions

Home and Family

- Generous Annual Leave Arrangement
- Opportunity for flexible working arrangements

Training and Development

- Induction training for all new staff
- Staff development opportunities

Health and Well-Being

- Hope Park Sports fitness suite and classes with discounted membership
- A range of food outlets with healthy eating options
- Staff counselling service
- Staff cycle scheme
- Support with lifestyle changes
- A range of social activities and groups
- On-site chapel, multi-faith prayer room and Chaplaincy
- Eye testing scheme

We also provide a variety of staff discounts ranging from reduced price Theatre tickets to discounts on beauty treatments.

Library services

Liverpool Hope's Library Service provides access to a wide-ranging collection of physical and online resources to support learning and research. The service also provides different types of study space across both campuses to support the wide range of learning styles and needs, from individual study rooms to group spaces, and from silent study to more relaxed social learning

Car Parking

All users of University car parks are required to pay for their use. The University has a scalable charging system for annual permits and pay and display facilities for occasional users.

We recruit staff nationally and internationally as we seek out the best to help build Hope for the future. If you join us, you will be doing so at an exciting and challenging time as we work to build a liberal arts inspired university of distinction in the UK.

How to apply

You can download the application form by the link below:

How to apply

Useful Links

www.hope.ac.uk/lifeathope/welcome
https://www.hope.ac.uk/gateway/staff/peopleservices/
www.hope.ac.uk/jobs







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