LIVERPOOL HOPE UNIVERSITY
1844

Recruitment Pack

POST – Website Coordinator

Job Reference: **4AEREL1JA1**

Closing date: 2nd December 2026 at 5.00pm

www.hope.ac.uk















POST: Website Coordinator

STARTING DATE: ASAP

SALARY RANGE: £29,354 - £32,722

TYPE OF CONTRACT: Permanent

WORK PATTERN: Monday to Friday

REPORTS TO: Website Manager

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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 Coordinator (Grade 5)

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

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

The successful candidate will play a key role in maintaining and developing the University's website, ensuring content remains accurate, engaging, accessible and user focused. Working collaboratively with colleagues across the University, you will help ensure that our online presence reflects our values and supports both national and international student recruitment objectives.

Key responsibilities include:

- Creating, maintaining and updating website content using the University's content management system.
- Ensuring all web content complies with accessibility requirements, SEO best practice and University brand guidelines.
- Working collaboratively with academic and professional services colleagues to develop engaging, user-centred web content.
- Monitoring website analytics and performance, providing recommendations for continuous improvement.
- Supporting digital marketing campaigns and contributing to the University's wider communications and recruitment objectives.

The successful candidate will be creative and detail oriented, with experience Website content management and governance. They will have a strong understanding of user experience, accessibility and digital best practice.

Interviews for this role will be held on 11th December 2026.

Job Description/Key duties of the post

Job Title	Website Coordinator		
Subject/Service Area	Corporate Communications and Marketing		
Reports to	Website Manager		
Accountable To	Director of Corporate Communications and Marketing		

Purpose of Job

The Website Coordinator is responsible for ensuring that the University's website and its content is optimised to promote the University to potential students as well as for wider external communications. They will play a key role in the future development of the website and provide staff training and guidance for writing for a website and accessibility best practice.

Key Tasks / Responsibilities

- Responsible for developing and delivering the overall web content strategy to ensure that it aligns with the overall objectives of the Corporate Communications and Marketing Team.
- Responsible for leading an annual project to update and improve existing webpages for Schools and the courses they offer. This important project will see the post holder forging strong and productive links with colleagues across the University and providing advice and guidance to them.
- Responsible for compiling and delivering advice and guidance on writing for the website and SEO to devolved web authors using Hope's CMS (Terminal Four).
- Analyse and report on website performance data, working closely with the Digital Marketing Officer to recommend and implement updates and improvements to optimise digital campaigns.
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- Work with the Digital Marketing Officer to plan and create landing pages for digital marketing campaigns.
- Responsible for leading the ongoing accessibility strategy, ensuring all legal requirements are met.
- Ensure that the website is working to key dates in the University calendar, including recruitment events and campaigns, graduation ceremonies and clearing.
- Ensuring consistency in brand application including tone of voice, imagery and language.
- Take responsibility for coordinating and prioritising website content requests, updates, and digital projects, ensuring timely delivery and alignment with institutional objectives.
- Create, edit, proofread, and optimise web content, including copy, imagery, and multimedia assets to enhance engagement and support recruitment goals.
- Oversee and moderate content contributions from internal stakeholders, ensuring accuracy, quality, inclusivity, accessibility, and adherence to web governance standards.
- Use audience insight and performance data to improve user journeys and conversion outcomes.
- Support the planning and implementation of Search Engine Optimisation (SEO) activities to improve website visibility, search rankings, and organic traffic performance.
- Proactively identify opportunities for website design enhancements and work with developers and technical teams to implement improvements that enhance user experience.
- Ensure all website content remains current, relevant, and aligned with institutional brand guidelines, tone of voice, and compliance including CMA.
- Play a key role in an exciting project to launch a new Hope website working closely with IT.
- In addition to managing website content, the post holder will also be responsible for overseeing content approvals and general maintenance of a new staff intranet.

Work Performed (relating to key tasks)

- Building pages, creating and uploading content, and constant maintenance of Hope webpages.

- Approving daily updates, edits and additions to the website made by CMS users.
- Embed campaign tracking and attribution tags to support accurate measurement of external marketing activity.
- Constant liaison with all Schools and Departments in the University to hone web content.
- Taking immediate remedial action to fix broken pages, working closely with the IT Department.
- Leading the annual course pages review and publication, working with Schools and Departments to ensure that not only is the correct information displayed, but to ensure that the information is engaging to prospective students and meets CMA requirements.
- Regular reporting on analytics and user experience.
- Collaborate with communications, marketing, recruitment and admissions teams to identify and develop new content opportunities that support strategic campaigns and audience engagement.

Materials, resources & equipment to be used

- Laptop, desktop, headset to be provided by the University.
- Access to CMS system provided by the University.

Qualifications / Experience Required

- Educated to degree level (or equivalent)
- High level of literacy
- Communications or marketing experience/qualifications desirable
- Experience of working on CMS is essential
- Experience of writing content for websites is essential
- Able to work collaboratively with strong communication and presentation skills
- Good understanding of user experience (UX)
- Understanding of accessibility requirements and regulations
- Confident in providing CMS training to colleagues across the university
- Good grasp of data analytics and reporting
- Experience using Google Analytics
- Experience using Google Search Console
- Solid understanding of JavaScript
- Familiarity with optimising forms and building forms on the website
- Ability to manage a varied workload and prioritise according to key objectives
- Ability to work independently and meet given deadlines
- Understanding of compliance, governance and CMA guidelines

Regular contacts (internal / external)
• Director of Corporate Communications and Marketing • Head of Student Recruitment • Head of Admissions • IT services, in particular web development • Third party suppliers for CMS, Accessibility • The University's incumbent Marketing Agency • Representatives from *all* Schools and Departments • Corporate Communications and Marketing Team
Staff Reporting to Post holder
• None

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
Communications or marketing experience/qualifications	D	A
Experience	**Essential(E) / Desirable(D)**	**Method of assessment**
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
Experience of writing content for websites	E	A/I

Experience of moderating content for digital platforms	D	A/I
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
Solid understanding of HMTL, CSS, JavaScript	D	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
Comfortable offering CMS training for wide variety of university personnel	E	A/I
Skills and Knowledge	**Essential(E) / Desirable (D)**	**Method of assessment**
Knowledge of accessibility regulations (WCAG 2.2)	E	A/I
Experience in using Google Analytics	D	A/I
Good grasp of data analytics and reporting (such as Google Analytics)	D	A/I
Understanding of accessibility requirements and regulations	E	A/I
Experience using Google Search Console	D	A/I

Understanding of compliance, governance and CMA guidelines	E	A/I

Familiarity with optimising forms and building forms on the website	D	A/I
Ability to manage a varied workload and prioritise	E	A/I
Ability to work in 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 Corporate 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 £29,354 - £32,722 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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