



# Job description

## CMS Manager, Contentful

August 2020

### Company context

#### INTO's mission:

***Through innovative partnerships with leading universities we expand opportunities for higher education, ensuring success and transforming the lives of our students and staff.***

Across the world, there is increasing demand for top quality higher education, with more and more students demanding access to provision beyond their home country. INTO partners with universities in three continents to address this global demand and help transform their international capacity and performance. Since 2006, we have successfully launched partnerships with 22 universities in Europe, North America and Asia. We have enrolled over 67,000 students from 166 countries and now have about 1700 employees, based round the world.

Our website <http://www.intoglobal.com/> has details of how we are organised and our outstanding achievements so far.

### Role context

The Marketing Content team based in Brighton, UK manages the production and distribution of content within our digital platforms, for both B2B and B2C audiences, to support student recruitment to our Centres. The team work closely with the Digital Marketing team and IT and Data Management teams to ensure that through our Content Management System we can efficiently publish digital content in multiple languages that is accurate, well-structured and meets the needs of our customers.

### Reporting line

The role reports to the Vice President, Content Marketing.

### Job purpose

The CMS Manager, Contentful, will lead on the development and maintenance of our Content Management System, Contentful to support the development of our digital channels. Strong CMS experience, technical knowledge and exceptional project management skills are essential, as is the ability to problem-solve and communicate effectively with a wide range of stakeholders.

In addition to leading on the development of the content model, the post-holder will need to develop the knowledge of users across the business and connect developers and marketers in order to successfully support the development and improvements of our digital platforms.

IUP 2 LLP  
ONE GLOUCESTER PLACE  
BRIGHTON, EAST SUSSEX  
BN1 4AA, UK

T +44 [0]1273 665200  
F +44 [0]1273 679422  
E [corporate@intoglobal.com](mailto:corporate@intoglobal.com)  
W [intoglobal.com](http://intoglobal.com)

## **Key accountabilities and duties**

### **Role and responsibilities**

#### **Lead on the development of the content model to support new content requirements and/or developments within our digital platforms.**

- Project management from start to finish including the development of a project brief, timelines and regular status updates.
- Contribute to page design and development of wireframes.
- Act as the bridge between content creators and relevant teams across the business, working to agree and action new content types and structures to support the development within our digital platforms.
- Gain agreement from the stakeholder group on changes to the content model, ensuring the correct approach to meet both Developer and Editor requirements.
- Liaise with the Data Management team and key Contentful stakeholders to improve requirements from the integration with Salesforce.
- Produce documentation and completing systems administration to provide clarity of requirements for both Editors and Developers.
- Liaise with Developers, Salesforce and Content teams to support build, content population and QA testing.

#### **Develop the knowledge and understanding of the CMS across users to enable them to be self-sufficient, and to champion the CMS across the wider business to maximise the impact of the CMS on creating efficiencies across our business practices.**

- Develop and implement best practice CMS content planning.
- Create and maintain a bank of training materials and resources and on-board new users.
- Liaise with and brief Content Editors on CMS developments and expected implications to ensure global consistency in the addition and use of content.
- Create and improve HelpText within the CMS to ensure clarity and support an effective Editor experience.
- Identify opportunities to streamline and create efficiencies with the existing CMS structure, as well as processes for updating content.

#### **Proactively monitor users' activity within the CMS and lead on troubleshooting any issues within the CMS**

- Respond to and troubleshoot any issues within the CMS and/or how content is displaying across our digital platforms.
- Conduct regular audits to identify remove any accidental or redundant records, taking into account any front-end presentation layer implications and changes
- To monitor record status changes and ensure records are being processed in line with agreed SLAs.
- To monitor data integration within the CMS and liaise with the relevant team to troubleshoot any issues.

#### **Lead on the identification, advocacy and implementation of new opportunities within the CMS across the business**

- To investigate and advocate opportunities for use of the CMS across additional platforms.
- To support the investigation and implementation of other improvements and developments, identified by the wider business, to enhance the performance of our digital platforms.

**The job title does not define or limit your duties and you may be required to carry out other work within your abilities from time to time at our request. We reserve the right to introduce changes in line with technological developments which may impact upon your job duties or methods of working.**

## **Location**

The post is based in Brighton. Travel within the UK and abroad may be necessary and flexibility is required to meet the demands of the post, including occasional weekend working. The post holder may be reasonably required to work from any INTO or partner location at any time.

## **Safeguarding**

As part of our safeguarding procedures, applicants are asked to note that:

- references will be followed up;
- all gaps in CVs must be explained satisfactorily;
- proof of identity and (where applicable) qualifications will be required;
- reference requests will ask specifically whether there is any reason that they should not be engaged in situations where they have responsibility for, or substantial access to, persons under 18;
- appropriate suitability checks will be required prior to confirmation of appointment.

**This role may meet the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974. If so, all applicants who are offered employment will be subject to a Disclosure and Barring Serviced check before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions.**

Please see the next page for person specification...

## Person specification

	Essential	Desirable
<b>Legal status</b>	<ul style="list-style-type: none"> <li>• Right to work in the UK</li> </ul>	
<b>Education/ qualifications</b>	<ul style="list-style-type: none"> <li>• Undergraduate degree or equivalent experience</li> <li>• English proficiency to native standard</li> </ul>	
<b>Experience/skills</b>	<ul style="list-style-type: none"> <li>• Broad and extensive experience of delivering content outputs and creative delivery for large-scale organisations.</li> <li>• Experience of content migrations and/or website launches.</li> <li>• Demonstrable project management experience.</li> <li>• Experience with working in an agile environment and creating specifications for developers.</li> <li>• Systems administration experience with Slack, Trello and JIRA.</li> <li>• Ability to communicate effectively with both technical and non-technical stakeholders.</li> <li>• Strong initiative, problem-solving skills and the ability to work independently to get things done.</li> <li>• Exceptional organisation skills and proven ability to direct multiple projects under tight deadlines.</li> <li>• Ability to prioritise, meet deadlines, work well under pressure and be adaptable to change.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working with Contentful and Umbraco CMSs.</li> <li>• Experience of Salesforce integration.</li> <li>• Previous experience of working as a copywriter.</li> <li>• A familiarity or interest in international education marketing.</li> </ul>