

<b>Role Title</b> Online Editor	<b>Unit</b> eircom online
<b>Role Purpose &amp; Vision</b> <p>To ensure a world-class experience for customers when visiting us online. Ensuring that all online content is relevant, web-friendly and structured in a layout that drives self-service, customer satisfaction and conversion rates. Working with programme managers and 3<sup>rd</sup> parties to ensure eircom online represents all relevant campaigns, products, solutions and service information in an easy to understand, user-centric and value-adding way.</p> <p>The Online Editor will be part of the online delivery team. He/She will be responsible for delivering the content management and editing requirements. The Editor will use a range of web content management tools to deliver the optimal content presentation and continuously consider innovative ways of improving the content effectiveness harnessing their content editing skills with a strong focus on usability and quality assurance.</p>	
<b>Key Tasks</b> <ul style="list-style-type: none"> <li>• To ensure that business requirements are fully understood and that business owners understand any relevant technical constraints and features</li> <li>• Deliver required editing, content management and graphic design outputs for eircom mobile requirements</li> <li>• Maintain strong relationship with programme managers to ensure early and continuous engagement in all initiatives.</li> <li>• Ensure accuracy, relevance and optimum focus on sales and service outcomes.</li> <li>• Maintain and improve content style guide and ensure adherence to it for all content initiatives</li> <li>• Proactively identify content enhancement initiatives through more advanced use of editing tools or more customer-centric content</li> <li>• Ownership of end to end content management process including content requirement definition, content structure, copy entry, editing, review, maintenance and removal</li> </ul>	
<b>Key Performance Indicators</b> <ol style="list-style-type: none"> <li>1. Self-service transactions and sales</li> <li>2. Adherence to Site content standards</li> <li>3. Online customer satisfaction survey</li> <li>4. Content projects delivered on time &amp; to requirements</li> <li>5. Provide quality solutions to meet/exceed customer expectation.</li> <li>6. Ensure correct priorities and expectations are set.</li> </ol>	<b>Competency Profile</b> <p><b>Business</b></p> <ul style="list-style-type: none"> <li>• Customer Focus – 3</li> <li>• Result Focus - 3</li> <li>• Problem Solving - 3</li> <li>• Business Focus - 3</li> </ul> <p><b>People</b></p> <ul style="list-style-type: none"> <li>• Oral &amp; Written Communication - 3</li> <li>• Influencing &amp; Winning - 3</li> <li>◆ Teamwork 3</li> <li>◆</li> </ul> <p><b>Other</b></p> <ul style="list-style-type: none"> <li>• Understanding of web principles (usability, information architecture, web design)</li> </ul> <p><b>Technical skills</b></p> <ul style="list-style-type: none"> <li>• Strong knowledge of HTML / JavaScript and CSS.</li> </ul>
<b>Reporting Structure</b> <ul style="list-style-type: none"> <li>• Head of online delivery</li> </ul>	<b>Terms of Appointment</b> <ul style="list-style-type: none"> <li>• PC</li> </ul>

