



Role profile

Job title	Content Curator
Reporting to	Assistant Content Curation Manager

Role family	Management responsibility:	
Information and Knowledge Specialist / Customer Services	Does this role have management responsibility for others? No	Specialist

Overall purpose of role

ICAEW's Content Curation team bridges the Library & Information Service, which provides enquiry services and resources to support ICAEW members and staff, and Digital & Publishing, which develops and oversees ICAEW's web and print strategy.

The purpose of this role is to contribute to the work of the Content Curation team, ensuring that we select the most useful and authoritative digital content for ICAEW members and that resources presented through icaew.com are always relevant, reliable and up to date.

Main responsibilities of role

- Contribute to the creation, maintenance and development of web content in accordance with ICAEW strategy and priorities as agreed with the Content Curation Manager. Take responsibility for content refreshment of agreed topic areas.
- Contribute to the selection of external content suitable for icaew.com from third-party databases and wider online resources. Take responsibility for updating resources in agreed topic areas.
- Track impact and success of content selected for icaew.com through relevant analytics and metrics and use this to inform the selection process and ongoing content development.
- Assist in the administration and integration of third-party content (such as eBooks, online journals, and databases) and search tools on the website.
- Contribute to maintaining the accuracy and integrity of the underlying processes and systems that facilitate the display of content (such as taxonomy, metadata, and information architecture).
- Maintain an awareness of ICAEW services and subject knowledge in the agreed areas. In collaboration with the Advisory Services team, respond to user enquiries through web chat. Leverage insights from member enquiries and usage to feed into content development.
- Collaborate and share insights with the wider Library and Digital teams to ensure we fulfil strategic objectives.
- Specific duties will vary from time to time in line with the business needs. Occasional travel (usually to Milton Keynes) will be required as part of the role.

ICAEW values – all staff are expected to work to these values

The 3 i's – Initiative Insight and Integrity

The 3 i's are the values that drive our attitude and approach to working at ICAEW, along with our ways of working being agile, collaborative and innovative.

Initiative

- Actively collaborating to identify needs and look for innovative solutions.
- Bring together different groups and communities to work together.
- Empowering people to be agile, so they can take ownership and harness the collective efforts of ICAEW in a flexible and responsive way.

Insight

- Actively gathering insights to develop innovative and considered thought.
- Collaborating with our networks to voice different perspectives and insights internally and externally to stimulate discussion and debate.
- Being agile in finding new and timely ways to provide understanding and insight to our members, organisations and government.

Integrity

- Acting with transparency, consistency and openness as Integrity underpins all activity we undertake.
- Standing by your principles to adhere to the highest professional standards even when facing adversity.
- Doing the right thing, even when no one is looking.

Candidate profile

- Successful experience of web content editing or publishing in a professional environment using content management systems such as Sitecore. Knowledge or experience of working with HTML, information architecture, user experience, and search engine optimisation.
- Excellent information or knowledge management skills. Experience in assessing and selecting web or print content for specific audiences, and writing summaries or abstracts.
- Knowledge or experience of applying metadata and taxonomies.
- Experience of web analytics tools (such as Google Analytics), backed up by excellent analytical skills and a proven ability to interpret data.
- Well-developed interpersonal skills with the ability to effectively communicate technical information to colleagues and stakeholders.
- Familiarity with current business and communication technologies (such as Microsoft Office 365, Sage CRM, and Trello). Ability to learn and adapt to new and emerging systems.
- A good standard of education, with a library/information qualification or similar.
- Ideally, a broad and up-to-date knowledge or interest in business, accountancy, law or taxation.