Digital Content Editor

Digital content editors research, write, edit and update content on one or more websites. This includes text and other content including images and videos. They are also known as web content managers.

The Work

You could be:

- writing or updating content, including images and video, to suit the site's target audience
- researching new material and uploading it onto the site, sometimes using a Content Management System (CMS) or document management system
- making sure that all content meets style guidelines and web accessibility standards
- checking new and existing web pages for grammar, spelling and punctuation
- using search engine optimisation (SEO) techniques to make sure that sites are found by search engines
- proofreading and editing work of web editorial assistants to ensure accuracy
- meeting with other departments or clients to keep them up to date on developments
- liaising with web developers on design and layout of site
- analysing user activity statistics on a website, using tools such as Google Analytics.

Pay

The figures below are only a guide. Pay rates vary widely, depending on:

- where you work
- the size of the company or organisation you work for
- the demand for the job.

The starting salary for a digital content editor is usually in the range of £25,000 to £30,000 a year. With experience this can rise to £35,000 to £40,000 a year. If you work freelance, your income will vary. Freelance hourly rates vary from £20 to £30 an hour but can be higher for those with specialist knowledge or experience.

Conditions

- You will generally work normal office hours from Monday to Friday, but might sometimes have to work weekends or evenings to meet deadlines.
- Your job would be mostly office based, at a computer.
- You may have to travel to meet clients.
- Part time and flexible working hours are possible.
- You may work as part of an editorial team or on your own.
- Many digital content editors work freelance from home.

Getting In

- There is no set entry route into this job.

- Some employers would expect you to have a degree. Subjects such as communications, journalism and multimedia would be useful.
- Most digital content editors start as a web editorial assistants and work their way up.
- You would normally need previous experience of writing in some form, although not necessarily online. A portfolio of your work would be useful, and sometimes necessary.
- Skills and experience gained by working in the industry are more important than qualifications.
- Useful skills include the use of SEO techniques, Google Analytics and social media.
- Some job roles may need experience in marketing or e-commerce, or the use of graphics software programs such as Photoshop or Adobe Creative Cloud.

What Does It Take

You need:

- excellent research and writing skills
- the ability to write in an appropriate style for the target audience
- excellent grammar, punctuation and spelling
- technical knowledge of web publishing, such as HTML (Hypertext Markup Language) and CSS (Cascading Style Sheets)
- good organisational skills
- teamworking skills.

You should be:

- computer literate and have good keyboard skills
- able to prioritise work to meet deadlines
- familiar with digital marketing and SEO techniques
- aware of legal issues and industry standards, such as copyright and accessibility
- able to follow a style guide or brief set by your client.

Training

- Training is mainly on the job.
- In-house training would include employer's house style and content management system usage.
- Short courses are available from a number of professional bodies including the National Union of Journalists and Publishing Scotland.

Getting On

- With experience you might become an editorial team manager.
- There may be an opportunity to take on a role as consultant.
- You could work freelance or provide services online.
- With further training you could move into training, website development, content strategy or marketing.

More Information

This is an expanding area of work as more and more companies and organisations need digital content editors to write and maintain site content.

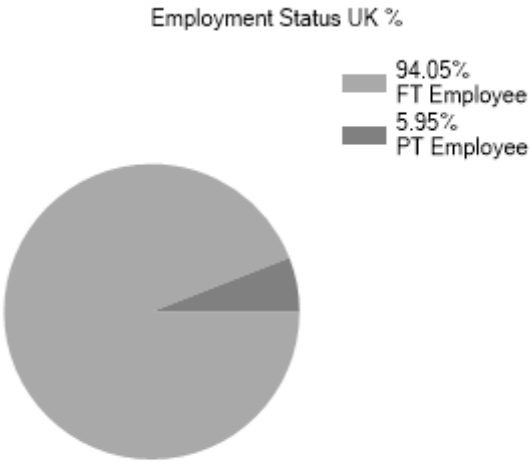
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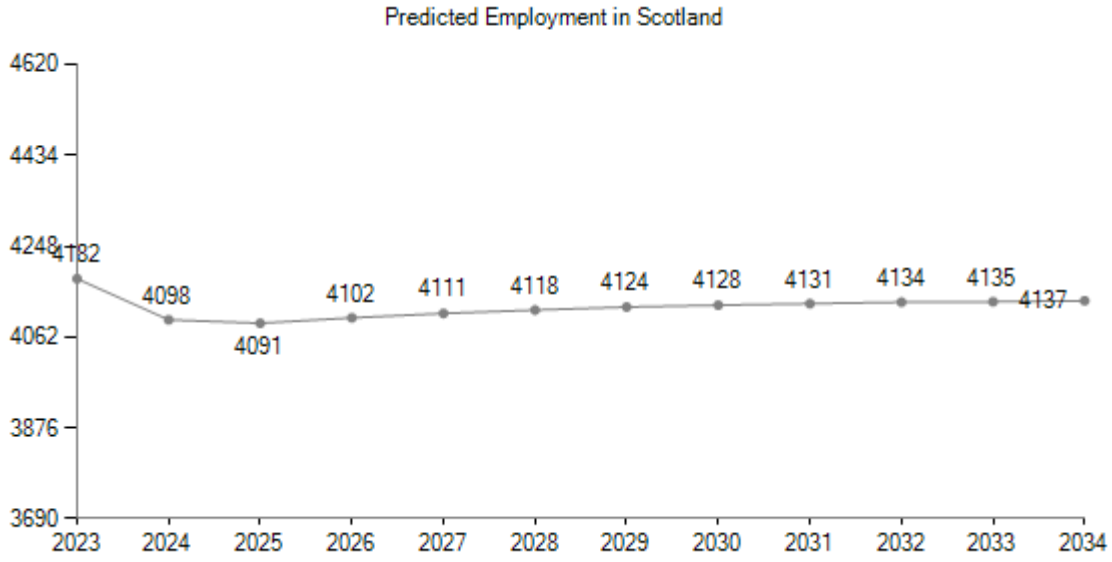
Statistics



Past Unemployment - Scotland

No Claimant statistics available for Scotland.

LMI data powered by LMI for All



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