



HISTORIC
ENVIRONMENT
SCOTLAND

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Digital Accessibility Lead

Closing Date: Wednesday 25 January 2023, midday

Expected Interview Date: Week of 20 February 2023 (TBC)

Recruitment Reference:

HES/22/355

Starting Salary:

£36,018 per annum

Salary Range:

£36,018 - £41,866 per annum

Pay Band:

D

Directorate:

Marketing and Engagement

Location:

Longmore House,
Edinburgh

Line Manager:

Ruth Quinn, Digital
Manager

Contract Type:

Fixed term for two years

Working Hours:

Full time, 37 hours per week

Thank you for your interest in the post of Digital Accessibility Lead with Historic Environment Scotland, based at Longmore House. This is a two-year fixed term and pensionable appointment.

Tasked with establishing a new organisation-wide process and raising the profile of digital accessibility, you will work with internal teams and third-party suppliers to ensure Historic Environment Scotland consistently delivers inclusive and accessible digital content to our audiences. You will be a champion for encouraging best practice and innovation in digital accessibility solutions, raising standards through advice and training, and leading on the development of an internal digital accessibility champions network.

About us

We are the lead body for Scotland's historic environment; a charity dedicated to the advancement of heritage, culture, education and environmental protection. We're at the forefront of researching and understanding the historic environment, and addressing the impact of climate change on its future. We investigate and record architectural and archaeological sites and landscapes across Scotland and care for more than 300 properties of national importance. We have a People Strategy, which is an overarching strategy to ensure we support and develop staff within the organisation.

Our Vision

Our vision is that Scotland's historic environment is cherished, understood, shared and enjoyed with pride by everyone.

Our Priorities

- The historic environment makes a real difference to people's lives



- The historic environment is looked after, protected and managed for the generations to come.
- The historic environment makes a broader contribution to the economy of Scotland and its people
- The historic environment inspires a creative and vibrant Scotland
- The historic environment is cared for and championed by a high performing organisation.

Overview of the post and information about the team

This post sits within the Marketing and Engagement Directorate which encompasses communications, marketing, learning, commercial activity, and visitor experiences.

The Communications function has responsibility for delivering the vision and success of the organisation via key messages and content, to our target audience and through the most effective communications channels to support the direction and delivery of the organisation, its strategies, and its role as the lead public body for the historic environment.

We have a multi-functional and fully integrated communications service, ranging from digital media, digital communications, public affairs, media relations and PR, audience and stakeholder engagement and analysis, community relations, photography and film production, management of promotional filming at our sites and the photographic library.

Digital Team:

The Digital team sits within the Communications function and is currently a team of ten. We are responsible for the management and maintenance of our digital estate, which includes websites, apps, social media channels and blogs. As a central resource, the Digital team manage digital engagement across the organisation to deliver corporate, statutory and commercial objectives.

We make sure the work of HES is easily found and accessible to a worldwide audience of over one million users a year. We integrate digital technology into HES products and services, analyse performance to drive user-focused decisions and continuously develop websites and social media channels to help make sure everyone can access Scotland's history and heritage online.

Importantly, we also provide advice and guidance to help our colleagues feel comfortable and confident using digital tools in support of their work.

The Post

Reporting into the Digital Manager, this is a new and exciting opportunity for someone who has a passion for accessibility and its application in digital technologies. The post holder will take a lead role in championing and driving forward the importance of digital accessibility within HES.

You will be responsible for ensuring our digital estate is audited in accordance with accessibility legislation guidelines, produce and publish accessibility statements and work with product owners and suppliers to implement required fixes across our digital channels.

You will raise standards in our existing internal workflows to ensure new content and new Content Management System (CMS) developments are created with digital accessibility in



mind. You will lead on increasing the skills and confidence for colleagues at all levels in digital accessibility through providing support, advice and guidance. This will include sourcing, developing and delivering training as well as creating shareable resources.

Through an awareness raising campaign, you will work with key stakeholders across the organisation to raise the profile of digital accessibility and with the support of the Digital manager, recruit and support an internal network of digital accessibility champions.

You will play an active role in the accessibility community, keeping up-to-date with standards and demonstrating thought leadership.

This role will suit a creative thinker with excellent communication skills who will enjoy collaborating with colleagues to drive forward the importance of digital accessibility within HES.

Key responsibilities, duties and objectives

Digital accessibility audit

- Procure and/or liaise with suppliers to arrange an initial accessibility audit, statement, and disproportionate burden statement for a selection of templates from one or two websites/ apps to ensure a professional audit which can be later used as a template for further in-house audits
- Produce and maintain a log of remedial work required across the HES digital estate
- Work with suppliers and internal HES IT to receive initial cost and time estimates for remedial work required and thereafter work with product owners and content authors to plan, oversee, and test this work to ensure compliance
- Compile and publish accessibility and disproportionate burden statements to comply with accessibility regulations, revisiting all existing website and app statements to ensure compliance
- Maintain a log of all new developments across the HES Digital estate which will form part of the annual accessibility audit
- Set-up and provide regular accessibility checking of our digital estate using Monsido

Organisational engagement

- Provide practical support for colleagues on how to make digital content accessible
- Advise staff on appropriate external training opportunities as well as scoping and delivering internal training and advisory sessions
- Work with departments throughout HES, including Internal Comms and Equalities, to raise the profile of and standards for Digital Accessibility across the organisation
- Recruit and support an internal network of digital accessibility champions
- Working with internal stakeholders, lead on the development of a new digital accessibility strategy and policy for HES
- Collaborate with colleagues to identify relevant internal workflows for content creation and digital developments and, where required, implement new processes for ensuring digital accessibility standards have been considered



New technology platforms

- Provide advice to colleagues when procuring and developing new technology platforms to ensure they can meet accessibility legislation. You may be invited to sit on scoring panels for the tendering of new technology systems.

New standards and guidelines

- Play an active role in the accessibility community, keeping up-to-date with standards and demonstrating thought leadership in order to ensure HES remains legally compliant.

Post Competencies

You will be assessed against these competencies during our selection process.

Core Competencies:

- Delivering excellent Service – Demonstrating a commitment to quality services
- Teamwork - Contributing to and supporting working together
- Planning and Organising - Putting plans and resources in place to achieve results
- Communication - Communicating appropriately and clearly
- Knowledge & Expertise - Applying and developing knowledge and expertise to achieve results - (See below for specific criteria)

Management Competencies:

- Achieving results - Focusing on the delivery of objectives
- Leading a Team/Project/Task – Focusing on leading a Team/Project/Task or developing people.

Knowledge, skills and experience

You will be required to demonstrate that you meet the requirements and qualifications below as part of the selection process.

Essential requirements:

- Professional knowledge of accessibility legislation guidelines and standards and their application to Historic Environment Scotland, such as: Web Content Accessibility Guidelines (WCAG) 2.1 AA, Equality Act 2010, and Public Sector Bodies (Website and Mobile Application) Accessibility, the Equality Act
- Practical and proven experience of auditing websites for accessibility, writing and publishing accessibility statements
- Experience of liaising with external suppliers or internal IT teams
- Knowledge and practical experience of creating accessible and inclusive content across a range of channels from websites and apps to social media channels, in order to provide guidance, support and training to colleagues producing content for both external and internal audiences
- Experience of using a website content management system



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- Experience of delivering training to in-house teams, enthusing others and upskilling colleagues
- Able to inspire and lead a team of internal accessibility champions to deliver significant positive change in the use of accessible digital content
- Excellent organisational and planning skills, can work flexibly, think creatively to solve problems, and demonstrate sound judgement
- Excellent interpersonal and team-working skills, experience of working in teams with staff at all levels, presenting and influencing
- Excellent written communication skills

Desirable requirements:

- Experience of leading or supervising a team
- Experience of using Monsido or similar tool
- Experience of selecting and appraising suppliers
- Experience of conducting user testing and ability to use data to inform decision making



What we offer

We welcome applications from all nationalities, assuming that they have the right to work in the UK: applying for a job with us could open the door to a unique work environment. It will give you job satisfaction and excellent development opportunities, plus a competitive salary, equivalent of 25 days paid holidays (rising to 30 days after 3 years' service) and 11.5 public holidays a year – pro rata for part time staff.

In addition we offer a great benefits package to our employees which includes:

- flexible working hours (where appropriate)
- special leave
- maternity/paternity leave
- adoption leave
- reimbursement for relevant professional subscriptions
- support for further education and personal development
- study leave for work related courses
- access to a learning resource centre

Health and welfare

We offer you access to:

- our Employee Assistance Programme – for confidential advice and counselling
- an occupational sick pay scheme
- discounts at some local authority leisure facilities
- access to a free Headspace membership
- interest free loans for bicycles and annual travel passes (see 'season ticket' below)
- reasonable adjustments when needed, as part of our Equalities policy

Staff discounts

You will receive:

- free entry to all of our properties (with up to three guests)
- free entry to English Heritage, Manx and Cadw properties
- 20% off purchases in our retail outlets

Season tickets

You can receive an advance to help with the cost of buying an annual season ticket for travel between home and work. The advance is then repaid from your salary over the life of the season ticket. Available to all permanent and fixed-term staff.



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How to apply for this post

You can apply on-line by visiting our website at <https://applications.historicenvironment.scot/>.

Guidance on completing the application can be found in the 'Guidance notes for applicants' document, also available at the above website, which we recommend that you read, in conjunction with this Job Description.

Your application must arrive by the advertised closing date. Please note that when applying online, we will only be able to see your application once you fully submit it.

If you are unable to complete an online application form, please email recruit@hes.scot, quoting the job title and recruitment reference, and we will arrange for an application form to be sent to you.

Please note that, as we operate an electronic recruitment system, we will contact you via the email address that you provide in your application to inform you of the outcome of your application.

For further information about the post, please contact Ruth Quinn, Digital Manager via email at ruth.quinn@hes.scot.

We welcome all applicants from under-represented groups within HES. We know from our [equality monitoring](#) that we need to increase our diversity in terms of ethnicity and disability. We also want to address occupational areas where the ratio is disproportionately in favour of women or men. We ask all applicants to complete the Equality Monitoring section of the recruitment paperwork to help us pursue a diverse and inclusive workforce. In support of our Gaelic language plan we welcome applications from Gaelic speakers.

Human Resources
Historic Environment Scotland