

Web Content Editor

University

Web content editor roles are open to graduates of most subjects as long as you have an excellent standard of written English and good IT skills.

You might have an advantage if you study:

- Digital media
- English
- Journalism
- Marketing
- Digital communications

Entry requirements

You'll usually need:
2 to 3 A levels, or equivalent, for a degree

Work

You might be able to train on the job in a digital editorial assistant role. You could move on to become a web content editor, then web content manager as you get more experience.

You'll usually need experience in:

Writing to brand and style guidelines, including use of plain English
Content Management Systems (CMS)
Search Engine Optimisation (SEO)

College

You could take a college course to get some of the skills you'll need as a web content editor.

Courses include:

- English
- Creative digital media
- Digital marketing

Entry requirements

Entry requirements for these courses vary.

Apprenticeship

You could apply to do an apprenticeship, such as:

- Content Creator Level 3 Advanced Apprenticeship
- Publishing Professional Level 4 Higher Apprenticeship

These **usually take up to 2 years to complete**.

If you're aiming to become a web content manager, you could apply to do a Digital Product Owner Level 4 Higher Apprenticeship which takes 2 years.

Entry requirements

You'll usually need:
5 GCSEs at grades 9 to 4 (A* to C), or equivalent, including English and maths, for an advanced apprenticeship
4 or 5 GCSEs at grades 9 to 4 (A* to C) and A levels, or equivalent, for a higher or degree apprenticeship



Career path and progression

With experience you could:

- Become a lead content designer or web content manager.
- Work on a freelance basis or set up your own business.
- Do extra training to move into website development or service design.
- Specialise in areas like web accessibility standards, copyright or information management.

Day to Day tasks

- find out and test what users and clients need from the website
- research, write, edit and proofread content, following style and accessibility guidelines
- commission content from outside agencies
- use a content management system (CMS)
- develop strategies to improve your site and increase its audience
- analyse feedback and data to plan work, create reports and fix problems

In a larger organisation, you might work closely with web professionals, like a [user researcher](#) and [user experience \(UX\) designer](#) to create new web pages, content and online tools.

Working conditions

You could work in an office, at a client's business or from home.



Labour Market Information

In the Careers section of the school website you can find the useful comparison tool the 'Labour Market Information widget'.

Use the widget to compare different job roles in any employment sector or relating specifically to the 'Job of the Week'.

Web design professionals

Weekly Pay £830	Annual Pay £43,160
Hours/Week 41h	Hourly Pay £20

Workforce Change (projected)
Growth
11.1%
The workforce is projected to grow by 11.1% over the period to 2035, creating 3,800 jobs.

You might find this job in
Computer programming, etc
Head offices, etc
Film & music
Telecommunications
Retail trade

[More info](#)[Clear card](#)

Marketing, sales and advertising directors

Weekly Pay £1,150	Annual Pay £59,800
Hours/Week 39h	Hourly Pay £29

Workforce Change (projected)
Growth
9.6%
The workforce is projected to grow by 9.6% over the period to 2035, creating 26,900 jobs.

You might find this job in
Wholesale trade
Head offices, etc
Retail trade
Real estate
Legal & accounting

[More info](#)[Clear card](#)

Database administrators and web content technicians

Weekly Pay £720	Annual Pay £37,440
Hours/Week 38h	Hourly Pay £19

Workforce Change (projected)
Growth
7.3%
The workforce is projected to grow by 7.3% over the period to 2035, creating 5,500 jobs.

You might find this job in
Legal & accounting
Head offices, etc
Advertising, etc
Computer programming, etc
Other professional

[More info](#)[Clear card](#)

Job of The Week

Web Content Editor

Key Skills

- knowledge of English language
- knowledge of media production and communication
- to be thorough and pay attention to detail
- excellent verbal communication skills
- excellent written communication skills
- the ability to work well with others
- to be flexible and open to change
- the ability to organise your time and workload
- to be able to use a computer and the main software packages confidently

Average salary

£22,000 to £40,000

Typical hours (a week)

35 to 40

You could work

Evenings occasionally,
in office and from
home

Aspire | Challenge | Achieve

Labour Market Information

Web design professionals

Web design professionals design, develop and maintain websites and web and mobile applications to meet a client's specified requirements.

Common tasks in this job:

- liaises with internal/external client in order to define the requirements for the website or applications
- presents design options to the client
- designs web pages and applications including graphics, animation and functionality to maximise visual effectiveness and facilitate appropriate access
- designs web interfaces for relational database systems

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Marketing, sales and advertising directors

Marketing, sales and advertising directors plan, organise and direct advertising campaigns and market research and formulate and implement an organisation's marketing, sales and social media policies.

Common tasks in this job:

- liaises with client to discuss product/service to be marketed and develops the most appropriate strategy to deliver the objectives
- discusses employer's or clients' requirements, plans and monitors surveys and analyses of customers' reactions to products
- defines target group for advertising campaigns and implements strategy through appropriate media planning work
- conceives advertising campaigns to impart the desired product image in an effective and economical way

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Database administrators and web content technicians

Database administrators and web content technicians administer, maintain and provide user support for databases and websites and assist in the design and development of databases; and monitors social media sites for posts and comments on behalf of companies.

Common tasks in this job:

- assists in database design and creation and amends existing databases
- tests databases and writes user guides for their operation
- administers, monitors and supports databases and website content
- extracts data and assists others in the use of the database

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Keep looking...

Use these links to learn more about our Job of The Week, consider the various pathways leading to the career, what you can be doing now to help yourself and other roles in the industry...

Take a look at these short videos for inspiration...

What is SEO?



[SEO In 5 Minutes](#) | [What Is SEO And How Does It Work](#) | [SEO Explained](#) | [SEO Tutorial](#) | [Simplilearn](#)

Becoming a Web Content Editor



[Career Advice on becoming a Web Content Editor by Debbie W \(Full Version\)](#)

Difference between Content Writer and Editor



[4 differences between a content writer and a content editor](#)

Real Job Positions for Web Content Editors



[Real Job Positions with Just HTML And CSS / Content Editor / Web Producer / Webmaster - YouTube](#)

Useful Websites

[Techskills](#)

[Chartered Institute of Editing and Proofreading](#)

[Discover Creative Careers](#)