

JOB DESCRIPTION

Digital Content Officer – Marketing, Communications & Marketing Vacancy Ref: 0878-24

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| **Job Title:** Digital Content Officer | **Present Grade:** 6S |
| **Department/College:** External Relations | |
| **Directly responsible to:** Faculty Communication and Marketing Manager | |
| **Supervisory responsibility for:** N/A | |
| **Other contacts** |  |
| **Internal:** Central administrative staff, Senior Management Team, Faculty and departmental staff | |
| **External:** External agencies, suppliers and providers, other institutions and organisations as appropriate. | |
| **Major Duties:**  Working closely with the Faculty Communication and Marketing Manager, the Digital Content Officer will drive the digital content element of the marketing plan to meet the Faculty’s recruitment and reputational needs, ensuring the right tone of voice, brand look, feel and messaging.  The Digital Content Officer will work closely with colleagues in the Faculty’s Recruitment and Marketing Team and academics in departments to develop engaging content to support recruitment and research objectives.  The Digital Content Officer will create exciting content for multiple channels that meets audience need.  The role will specifically:   * Develop and maintain the website, creating new pages, updating existing pages and ensuring the content is of the highest quality to maximise user experience      * Work with a range of stakeholders across the Faculty to meet their web content needs in a timely manner * Work with the Marketing Co-ordinator to create compelling and engaging course content for subject web pages to include including written copy, videos, photography, testimonials and any other relevant content * Work with the departmental Recruitment, Conversion and Marketing Co-ordinators to develop content plans that meet the needs of recruitment touchpoints * Create compelling written copy that is edited to the University’s house style and exacting standards of accuracy * Create videos and photography to promote subject specific and departmental content, either in-house or commissioning external suppliers where necessary * Work with media agencies and in-house channels to plan advertising campaigns and develop associated creative assets * Repurpose content for different audiences and channels, including prospective students, parents, teachers and the wider public, the University website, social media and third party websites * Evaluate the use of content and digital channels using data to drive and support decision-making on a regular basis to encourage innovation (such as introducing student-generated content) utilising feedback, Google analytics and testing * Work with the Marketing Co-ordinator to develop their marketing expertise * ​Ensure that marketing campaigns, information and materials are consistent with the procedures and standards of the University, including brand guidelines, accessibility, and diversity, and comply with relevant legislation such as ASA, CMA, and GDPR | |