**Job Title:** Digital Content Officer  
**Present Grade:** 6

<table>
<thead>
<tr>
<th>Department/College:</th>
<th>Communications and Marketing</th>
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<tbody>
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<td>Directly responsible to:</td>
<td>Digital Content Manager</td>
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<tr>
<td>Supervisory responsibility for:</td>
<td>N/A</td>
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**Other contacts**

**Internal:** Central administrative staff, Senior Management Team, ISS and Library staff, Faculty and departmental staff

**External:** External agencies, suppliers and providers, other institutions and organisations as appropriate.

**Major Duties:**

The Digital Content Officer is a new post created to shape and drive forward the University’s web-based content and digital presence, ensuring the right tone of voice, brand look, feel and messaging. Working closely with colleagues across the Marketing and Communications teams and other departments, the Digital Content Officer proactively develops content and presents it in an engaging way across our existing and future digital channels.

The Digital Content Officer will have good knowledge and a passion for creating content, playing a key role in delivering vibrant and engaging content for the University website and digital channels. They will drive our online presence, increase awareness and understanding of our brand through engaging with target audiences to achieve objectives. The role will support the Marketing and Communications department wider approach to social media communications with target markets, building relationships and starting conversations with a range of audiences online.

The role will specifically:

- Produce high quality content for the University website and digital presence, working closely with the Digital Content Manager
- Coordinate small-scale digital content projects within their area of responsibility, liaising with stakeholders to gather requirements and understand needs, before working with the wider team to suggest solutions and guide them to completion
- Develop content plans to ensure an excellent online user journey through the creation of copy, and use of video and photography
- Work closely with the Marketing Coordinator to ensure video and photography content is developed and used and effectively optimised
- Work closely with the Marketing Officer and Faculty colleagues to ensure course content is engaging and easy to find
- 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, analytics and testing
- 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
- Drive the University’s content planning and co-ordination processes across all communications channels, which may involve internal and external contacts
- Ensure copy is written and edited to our house style and exacting standards of accuracy
• Work alongside the Digital Content Manager and Marketing Officer to further develop the existing house style.
• Manage the University app, iLancaster for use with prospective students, ensuring content is up to date and engaging – reporting on usage
• Use the University’s Content Management System to edit and create web pages, and work with the web team to help develop and refine our web pages
• Deliver training and guidance on digital content to colleagues across the University with a range of experience and expertise
• Ensuring content adheres to appropriate policy and legal requirements, and that necessary checks happen before publishing.