**Job Title:** Content Manager, Research and Engagement  
**Vacancy Ref:** A2978

<table>
<thead>
<tr>
<th>Present Grade: 7</th>
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<tr>
<td><strong>Department/College:</strong> Marketing, Recruitment and Alumni team (MRA), Lancaster University Management School (LUMS)</td>
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<td><strong>Directly responsible to:</strong> Marketing Manager</td>
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<td><strong>Supervisory responsibility for:</strong> N/A</td>
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**Other contacts**

**Internal:**
- Dean, Management School
- Associate Dean, Engagement
- Associate Dean, Research
- Heads of Research Centres / Centres of Expertise
- Head of Partnerships and Engagement Team
- Director, Work Foundation
- Heads of Departments / Programme Directors
- Director of Post-Experience Programmes
- Digital Content Manager
- Marketing Officer
- Media and Communications Officer

**External:**
- Research funding bodies
- Research Excellence Framework (REF)
- Local/regional/national economic bodies
- Trade publications and websites
- SMEs, local/regional/national businesses and organisations

**Job Purpose:**

The Content Manager will lead on the generation of research and engagement content. Specifically this will be through the creation of purposeful, tailored content that (1) supports and showcases the School’s research and engagement outputs, (2) promotes the School’s provision of executive/post-experience education, business-facing training and development provision, and broader business engagement activity. The role holder will work with academic and professional departments in order to coordinate and take ownership of research and engagement content.

**Major Duties:**

**Research & Engagement**

- Raise the profile of research outputs and engagement activities, including through taking the lead responsibility for the authoring of articles for inclusion in the School’s magazine, 54 Degrees
- Initiate and manage a podcast series, used to widen and deepen public awareness in research and engagement in the Management School
- Support the authoring of research submissions and associated environment statements in support of the School’s entry into the Research Excellence Framework (REF)
• Lead on the articulation of written content that supports key research and engagement events organised by the School
• Work with research centre directors to identify and capture the unique characteristics and outputs of their research centres, articulating these for different audiences and working with others in the wider marketing team to disseminate through appropriate channels
• Work with members of the Partnerships and Engagement Team to articulate a narrative that captures the wide-ranging activities undertaken in the School
• Work with academic departments to identify and capture the unique characteristics and outputs of their departments, articulating these for different audiences
• Work with the Work Foundation in order to support the outward-facing articulation of their outputs
• Collaborate with the Media and Communications Officer to ensure that content may be utilised for multiple channels

Executive/post-experience education and business-facing training and development

• Be responsible for all executive programmes marketing content in the Management School, taking the lead in its development, execution and review
• Develop an awareness of the markets for executive programmes and business engagement initiatives, understanding demand and feeding this back to influence new product development
• Work closely with the Executive Programmes Recruitment & Conversion Officer to create content that supports sales activities that target audiences for executive/post-experience programmes and business-facing training and development programmes
• Understand and respond to the content needs of the Partnerships and Engagement Team and the Executive Programmes Recruitment and Conversion Officer, in order that they are equipped to recruit students, engage with businesses and generate repeat business
• Work with the Digital Content Manager and Marketing Officer to generate accurate, comprehensive executive/post-experience programme information, written to inform prospective key audiences
• Ensure that programme marketing content is contemporary and accurate, and signed off by appropriate colleagues, typically programme directors, heads of department or centre directors
• Ensure that any changes to programmes, such as to entry requirements, modules or titles are reflected accurately in marketing content and in line with School and University requirements
• In conjunction with marketing colleagues, and through utilising University information systems, ensure absolute consistency between printed and digital information
• Facilitate user-generated content in collaboration with the Executive Programmes Recruitment and Conversion Officer and members of the Partnerships and Engagement Team

General

• Produce content that is engaging, tailored to specific audiences and aligned with the purpose of the School, as well as being accurate and consistent
• Explore new channels for reaching key audiences and develop these appropriately in collaboration with colleagues including the Digital Content Manager
• As a key member of the Marketing, Recruitment and Alumni Team, support and contribute towards all priority areas as identified through the School’s Ambition 2025 and wider University strategy
• Manage and control expenditure within agreed budgets, continually evaluating return on investment
• Adhere to all legislation, including that which especially impacts upon marketing communications, currently including CMA, ASA and GDPR
• Demonstrate a commitment to the principles of Equality and Diversity in HE
• Undertake any other duties appropriate to the grade as required by the line manager

This post will occasionally require you to undertake evening and weekend work, and work outside of Lancaster