**Job Title:** Digital Content Manager  
**Vacancy Ref:** A3075  
**Present Grade:** Grade 7  

<table>
<thead>
<tr>
<th>Department/College:</th>
<th>Marketing Recruitment &amp; Alumni Team, Lancaster University Management School (LUMS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directly responsible to:</td>
<td>Marketing Manager</td>
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<tr>
<td>Supervisory responsibility for:</td>
<td>Digital Marketing Assistant, Student Ambassadors</td>
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</table>

**Internal:**
- Marketing, Recruitment & Alumni colleagues within the Management School and centrally across the University
- Management School professional services colleagues
- Academic colleagues across the School, including those involved in teaching, research and engagement
- Dean, Associate Deans and Heads of Department within the School
- Work Foundation colleagues
- Current students of the School

**External:**
- Management School stakeholders, including individuals, partners or other business schools
- Suppliers, including media buyers, advertising buyers/agencies, copywriters, designers and photographers

**The Role:**
The Digital Content Manager helps build the profile of LUMS as a key part of the wider University brand through leading on the continual development of the Management School’s website, the deployment of social media, the planning and placement of advertising and the management of digital assets. The post holder will provide an active lead in planning, developing and delivering content as part of the School’s Marketing, Recruitment and Alumni Team, maximising external visibility and enhancing the customer experience.

**Major Duties:**
- Work with the Marketing Manager and other members of the team to ensure that the School website and social media outputs form an integral part of the overall marketing and brand strategy, supporting the School’s priorities
- Plan, develop and deliver content; being the champion of the School website; instilling confidence and encouraging participation from devolved CMS users in the creation of customer-focused content, ensuring published materials communicate key messages effectively and are accessible
- Ensure that the website is customer-focused, taking into account customer feedback and user testing; proactively seek such feedback on a continual basis, recommend customer-orientated solutions to improve user journeys, and work with the University’s central web team to execute any technical modifications required
- Ensure that, through consultation, website content considers the expectations of internal users including the Dean, Associate Deans and academic Heads of Departments
- Lead social media content through developing and deploying creative, channel-specific social media outputs that build the LUMS brand, tailoring content for target audiences and geographies
- Develop digital material for the School, including written content, video and photography, deploying such content through social media and web
- To originate content or facilitate the creation of web and social content though engagement with staff, stakeholders, students and alumni

- Work with others across the School to lead on the creation of web and social content, being responsible for the accuracy of timely, relevant information, making sure appropriate quality processes are in place to ensure this and meeting all legislative requirements including GDPR and CMA

- Work with the University's central web team and faculty digital leads to ensure consistency and coordination with the University website and social media, including through sharing best practice

- Represent the School and the Marketing, Recruitment and Alumni team at appropriate working groups, including the Web User Group, content group and web steering group

- Ensure that the School website, including the Work Foundation website, is fully accessible meeting all legislative requirements, including the Public Sector Bodies Accessibility Regulations 2018

- Ensure the effectiveness of online advertising campaigns including through planning, executing and measuring ROI of paid search and social media, and presenting results internally where required

- Effectively manage budget in order to maximise return on investment in all areas of activity including advertising

- Lead on School-wide internal communications, principally through production of the LUMS Update (e-newsletter)

- Line manage the Digital Marketing Assistant, including through the PDR process, to support their wellbeing and maximise their performance and development

**Other**

- Work with and support colleagues in the Marketing, Recruitment and Alumni Team in order to ensure a joined-up, customer-driven approach

- Deputise for the Marketing Manager where required

- Undertake other duties commensurate with the grading of the post