WEB & DIGITAL CONTENT OFFICER

Job Description

Department / Section: External Relations
Location: Ipswich, Waterfront Building
Grade: Grade 6, is £26052 - £28,453 per annum
Contract status: Permanent
Hours of work: Full-time
Pension: USS
Annual Leave entitlement: 25 days plus Bank Holidays
Reporting to: Head of Marketing and Communications

Purpose of the Job

As part of the Marketing and Communications team this post plays a key role in helping to raise the profile and awareness of the University of Suffolk brand through the implementation and co-ordination of a range of marketing, communications and recruitment activity, with particular responsibility for co-ordinating the institutions online marketing activity.

The post holder is responsible for digital content creation and management, and for developing and maintaining the online presence of the institution on its website, intranet, social media and partner websites. The post holder will work as part of a small team on the design and maintenance of our online presence, in order to raise the impact and profile of the University. Based in the Marketing and Communications team, the role holder will work closely with colleagues from IT, Academic Departments and other Professional Services teams such as Library Services and Student Services.

As a transformational university with a progressive and contemporary outlook, we aim to develop our digital strategy and engage users through compelling digital content that communicates our core proposition and narrative. The post holder will join up website design, content, creative digital features and new technologies.

Duties of the Post:

The main duties and responsibilities of the post holder will include:

1. Help to create, implement, develop and monitor the University of Suffolk marketing and communications strategies and brand.
2. Contribute to the messaging and other marketing and communications plans, enhancing the online presence and overall brand awareness in order to advance the University’s vision.
3. Work closely with the Head of Marketing and Communications on the strategic development and implementation of the University’s online and digital presence, to provide a consistent and compelling message.
4. Create, coordinate and deliver the creative content (words, images, video) and functionality of the website and intranet, and microsites, including design, copywriting, and content, within the brand guidelines of the University.
5. Proactively ensure website copy is current and up-to-date and manage the web updating
process by guiding and assisting content contributions from editors and by preparing and writing copy for web pages, working closely with the Operations Manager to ensure a co-ordinated approach across the organisation.

6. Build relationships and work effectively with Faculty and Professional Services colleagues to develop appropriate web content to promote the Academic Departments and Professional Services Departments and to implement the use of new digital and social media.

7. Work alongside colleagues within IT to develop and maintain a regular and effective training schedule for content editors.

8. Work with the IT Department, to help develop and evaluate our website architecture and navigation to ensure a high-quality user experience.

9. Manage, in collaboration with the Management Information Team, the course catalogue and data feeds that influence digital course listings.

10. Maintain and create content for blogs, news, video and social channels such as Twitter, LinkedIn, YouTube and Facebook (or equivalent.)

11. Review and monitor the effectiveness of the University’s online marketing and promotional activity, providing regular reports and analysis on web and digital media usage and trends using Google Analytics and on-line sources, to support future marketing and recruitment activity.

12. Provide advice to colleagues across the institution on best practices on web marketing and new media, including email campaigns, online newsletters, SEO etc.

13. Provide support and represent the University at internal and external recruitment events as and when required, including HE Fairs, school events, open events, PR events etc.

14. Any other duties as may be assigned from time to time by the Head of Marketing and Communications or their nominee.

These duties are a guide to the work that the post holder will initially be required to undertake. They may be changed from time to time to meet changing circumstances and do not form part of the contract of employment.

Selection Criteria
Candidates will be assessed against the following essential/desirable attributes:

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<tr>
<th>Education and Qualifications</th>
<th>Essential</th>
<th>Desirable</th>
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<tbody>
<tr>
<td>• Degree or equivalent experience</td>
<td>• Professional Marketing/Communications Qualification</td>
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<th>Knowledge and Experience</th>
<th>Essential</th>
<th>Desirable</th>
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<tr>
<td>• Experience of working in a marketing/communications environment</td>
<td>• Experience of working in higher education</td>
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<td>• Experience of designing websites, and of using related technologies</td>
<td>• Knowledge of brand management</td>
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<td>• Experience of working with and managing information across different Content Management Systems (CMS).</td>
<td>• Experience of Adobe Creative Suite: InDesign, Photoshop etc</td>
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<td>• Experience of copy writing and producing accessible digital</td>
<td>• Knowledge of W3C Web Content Accessibility Guidelines</td>
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<td>• Drupal 7 under the desirable section</td>
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### Skills
- Experience of developing and implementing content-led marketing strategies and content planning.
- Experience of implementing online marketing tactics to drive web traffic, including search, media, optimisation, social networking and e-mail.
- Competent using Word, Excel and other Microsoft packages.
- Experience of working with CRM systems.

### Skills
- Excellent written skills and verbal communication skills.
- Excellent organisational and interpersonal skills.
- Ability to establish and maintain good working relationships with a wide range of people.
- Ability to work as part of a team.
- Ability to work on own initiative and to deadlines.
- Creative flair and an eye for good design.
- Basic knowledge of HTML/HTML5 and other client side web technologies.

### Attitude
- An enthusiastic, committed and proactive approach to work.
- Willingness to occasionally work outside normal office hours.
- An understanding of and commitment to Equal Opportunities, and the ability to promote this in the day to day work of the post.

### Closing date: 01 February 2017

### Interview date: to be confirmed during week 13\(^{th}\) February 2017

### INFORMAL ENQUIRIES
For informal enquiries please contact Louise Bays, Head of Marketing & Communications
l.bays@uos.ac.uk

### APPOINTMENT TERMS
This is a full-time Grade 6 of the scale. The salary range for the post is £26052 - £28,453 per annum.

### EQUAL OPPORTUNITIES
University of Suffolk is a diverse community and is committed to providing equality of opportunity to all staff and students.
NO SMOKING POLICY

A no smoking policy operates at all University of Suffolk premises, including the use of electronic cigarettes/pipes.

APPLICATIONS

Please see below for specific instructions on how to apply. Please note that applicants who fail to return all the documents asked for, may be discounted.

To apply for this post:

- All forms and information can be found on our website [http://www.uos.ac.uk/jobs](http://www.uos.ac.uk/jobs)
- Fill in the Application Cover Sheet and include details of any flexible working request you are making
- Complete the monitoring form
- Attach a curriculum vitae and a letter of application setting out clearly how you meet the essential and desirable criteria for this post
- Return them as Word (.doc) attachments by e-mail to: jobs@uos.ac.uk please put the post title in the subject box of your email.
- If you are unable to email your documents, you may post them to

  The Human Resource Team  
  University of Suffolk  
  Waterfront Building  
  Neptune Quay  
  Ipswich  
  Suffolk  
  UK  
  IP4 1QJ

If you are unable to apply via the website please ask for an application pack from the address above, or by phone on 01473 338351.

FLEXIBLE WORKING

As a Top 30 Employer for Working Families 2016 we consider flexible working requests for all our vacancies. This might include adjustments to the working location, hours, time, or working on job share basis.