



Job Description

Job title:	Digital Communications Officer
Department/School:	Faculty of Humanities & Social Sciences
Grade:	6
Location:	Marketing/Web Office

Job purpose

Working as part of the wider Faculty Marketing & Communications team, the postholder will support the delivery, promotion and evaluation of the Faculty's recruitment and marketing communications with a view to enhancing engagement with our target audiences. He/she will be involved in producing materials including, but not limited to: e-newsletters, webpages, digital signage, social media, case studies as well as events promotion to ensure their alignment with the Faculty/University strategy.

The successful candidate will be a proactive and creative individual, with excellent copywriting, communications and interpersonal skills with the ability to tailor content to a variety of different audiences. The postholder will possess the ability to multi-task across various projects simultaneously. He/she will be required to develop specific areas of the Faculty's online presence and communications and bring new creative ideas to ensure we are staying relevant and of interest to our audiences. The role will provide support for marketing, corporate relations, recruitment, alumni relations, teaching and research activities, as well as academic research-related and/or profile pages, ensuring their effectiveness and operational functionality and usability. He/she will also be key in promoting the Faculty's activity including research, accolades and news stories across the University and externally.

In order to ensure our online presence is up-to-date and reflects the changing face of the Faculty/University, it will be essential for the postholder to develop and maintain an effective relationship with staff across academic departments within the Faculty, as well as the University's central teams, including Digital Marketing & Communications, Corporate Communications and Development & Alumni Relations.

Source and nature of management provided

Marketing & Communications Manager with professional guidance from the Head of Digital

Staff management responsibility

Not applicable

Special conditions

You will from time to time be required to undertake other duties of a similar nature as reasonably required by your line manager.

There may be a need to work some Saturdays throughout the year to support the University's Open Days and the occasional out of hours work to support online events.

Main duties and responsibilities

- i. Working with the Marketing Officers and the central marketing team, schedule, create, send and evaluate applicant and pre-applicant communications through the CRM system to support recruitment.
- ii. To create and maintain engaging content including researching, interviewing, writing, editing, subediting and proofing material in digital formats, ensuring adherence to the University/Faculty's guidelines.
- iii. Seek out and advise the Marketing team on engagement tactics appropriate for the relevant audiences both internal and external. This could be the introduction of new methods or development of existing platforms (e.g. e-communications, video production, social media, blogs, virtual open days, live chat etc.). Provide effective integration of digital media with the web, including audio/video/images/podcasts/webinars.
- iv. Build relationships with and proactively seek out information from potential contributors across the Faculty, supporting them in developing appropriate content to promote our teaching, research and public engagement activities both internally and externally.
- v. Support the Faculty Web Content Editor in developing web content and ensuring that the Faculty web pages are kept up-to-date and relevant.
- vi. Monitor and report on key performance indicators as related to UG/PGT/PGR content (using web analytics and other tools) and interpret the results of the key performance indicators and recommend further actions and innovations for future activities.
- vii. Create, maintain and update the Faculty's content library, sourcing and editing images and multimedia working with the Imaging, Design and Print Services (IDPS)
- viii. Deliver training to wider Faculty staff, in consultation with the Marketing & Communications Manager and Faculty Web Editor, to promote best practice.
- ix. Keep abreast of digital marketing developments, enhance professional skills by engaging with training opportunities and contributing to groups to help share expertise and exchange best practice and suggest innovative developments.
- x. Represent the Faculty Marketing & Communications team in appropriate Faculty/University meetings and contribute to future digital developments
- xi. Use best practice user experience methods to inform communications techniques, content structure and layouts.
- xii. Assist in promotional activities for the University as required.

This is not intended as an exhaustive list of duties or a restrictive definition of the post but rather should be read as a guide to the main priorities and typical areas of activity of the post-holder. These activities are subject to change over time as priorities and requirements evolve and as such it may be amended at any time by the line manager following discussion with the post holder.

Person Specification

Criteria: Experience/Knowledge	Essential	Desirable
Significant experience of working in a marketing environment or relevant professional experience with demonstrable responsibility for a broad range of tasks	✓	
Experience of website authoring and proficient knowledge of digital technologies	✓	
Experience of working with a CRM system, particularly Click Dimensions is desirable	✓	
Excellent working knowledge of standard IT packages and databases including web-based content management systems	✓	
Experience of producing engaging and effective communication content and schedules	✓	
Experience of creating attractive, effective and appropriate copy for a range of audiences both internal and external	✓	
Awareness and understanding of usability, accessibility and web publishing best practice		✓
Ability to use analytical tools such as Google Analytics to evaluate engagement with a variety of activities including search, media, optimisation, social networking and email	✓	
Experience of working to pre-defined web/social media standards, style guide and online visual identity design standards	✓	
Experience of creating video/audio content for web		✓
Experience of creating and managing social media activity	✓	
Evidence of independent and effective team working	✓	
Experience of effectively organising a busy workload with conflicting priorities, to meet deadlines	✓	

Criteria: Skills	Essential	Desirable
Proven ability to communicate confidently and effectively in writing for internal and external audiences, producing professional and persuasive copy on a range of complex topics, designed for diverse audiences	✓	
Writing for the web skills	✓	

Information management skills including a high level of accuracy and attention to detail and the ability to analyse and present complex data	✓	
Excellent interpersonal skills in order to communicate effectively with technical and non-technical staff, students and members of the public. High level of tact and diplomacy, with the ability to develop good working relationships	✓	
Analytical skills to both monitor and evaluate activity and communicate the results to the team and wider.	✓	
Ability to coordinate resources other than oneself, managing a variety of tasks at the same time	✓	
Excellent project and self- management skills with the ability to prioritise a heavy and varied workload and keep track of ongoing projects, often to conflicting deadlines	✓	
Competent, conscientious and motivated with a methodical approach to work	✓	
Ability to be adaptable and flexible and to learn new skills quickly	✓	

Criteria: Professional Qualifications	Essential	Desirable
Chartered Institute of Marketing qualification or equivalent relevant professional experience	✓	

Criteria: Academic Qualifications	Essential	Desirable
Education to degree level or equivalent		✓

Effective Behaviours*

To be most effective in this role the University has identified a set of effective behaviours. These behaviours do not examine technical competence, rather they identify the behaviour patterns that are valued due to them being consistent with high performance across the organisation. This table identifies how the EBF applies to this specific role:

Managing self and personal skills:	<ul style="list-style-type: none"> • Acts as a role model to others by setting high personal standards in both verbal and non-verbal communication • Respects confidentiality and demonstrates sensitivity when dealing with team issues • Ensures regular, clear and consistent communication • Fosters an open, transparent working environment • Treats all members of the team with fairness and equity • Develops an awareness of the wellbeing of all members of the team
Delivering excellent service:	<ul style="list-style-type: none"> • Listens with empathy, questions and clarifies in order to understand the needs of others • Tailors communication to meet the needs of stakeholders • Uses feedback to drive improvements • Fosters a continuous improvement philosophy

	<ul style="list-style-type: none"> • Demonstrates commitment to consistent service standards and on-going service improvement • Embeds a culture of continual reflection and improvement in team practices • Shares knowledge and trains others • Understands the operational plans that support the achievement of strategic goals and how this fits with team objectives
Finding innovative solutions:	<ul style="list-style-type: none"> • Supports others to find their own solutions rather than giving all the answers • Coaches and guides others in developing and implementing innovative solutions, encouraging others to take acceptable risks • Shares learning and experience to facilitate others' decision making • Gives others the space and freedom to be creative
Embracing change:	<ul style="list-style-type: none"> • Leads others through times of change with positivity, influence and persuasion • Able to articulate the drivers for change • Initiates and embraces change, supporting and encouraging others in developing and testing new ideas • Encourages experimentation and new ways of working • Adapts approach to respond to changes within and outside the University
Using resources:	<ul style="list-style-type: none"> • Is perceptive in identifying the information and knowledge people need and why they need it • Draws on others' knowledge, skills and experience • Liaises outside of immediate work area to maximise use of resources within the University • Deploys resources efficiently, at the right levels, delegating appropriately • Considers costs as part of the equation when planning a development
Engaging with the big picture:	<ul style="list-style-type: none"> • Understands the link between University and Faculty strategy, setting individual and team objectives accordingly • Proactively builds and utilises networks with colleagues across the University • Understands different perspectives and ways of working • Can clearly articulate the context within which the team is operating • Takes an active interest in what is happening more widely in the University and informs others where appropriate
Developing self and others:	<ul style="list-style-type: none"> • Gives and receives constructive feedback as part of normal day-to-day work activity • Celebrates team successes, acknowledging the contributions of others • Plans for the effective development of others, providing opportunities in an equitable manner • Chairs team meetings effectively, ensuring everyone has an opportunity to contribute • Provides creative work opportunities to stretch, empower and develop team members • Is self-starting, motivated, and self-aware • Identifies, celebrates and encourages the strengths of individuals in the team and works on effectively addressing areas for improvement
Working with people:	<ul style="list-style-type: none"> • Co-operates willingly to support the achievement of team goals • Understands a range of perspectives to help reach agreement • Communicates effectively by sharing relevant information and keeping others informed • Recognises and respects the roles, responsibilities, interests and concerns of colleagues and stakeholders • Surfaces and addresses conflicts early to quickly reach resolutions • Demonstrates honesty and integrity by sharing the credit with others

	<ul style="list-style-type: none"> • Adapts communication style in order to foster positive relationships • Celebrates the successes of others • Deals with complaints of inappropriate behaviour or performance of team members, following the University policies and procedures
Achieving results:	<ul style="list-style-type: none"> • Gains and maintains the support of key colleagues and other stakeholders in order to produce outcomes • Monitors progress and provides regular updates • Prioritises team activities according to importance and urgency • Takes the time to celebrate successes • Shares credit for successful outcomes with others • Is able to adapt quickly to changing demands • Gains buy-in from others without direct authority