

Candidate Information

Position:	Digital Project Officer (Events at Queen's)
School/Department:	Eventus and Culture and Arts
Reference:	19/107755
Closing Date:	Monday 2 September 2019
Salary:	£27,831 to £32,236 per annum
Anticipated Interview Date:	Thursday 12 September 2019
Duration:	12 months

JOB PURPOSE:

Undertaking a 12 month Project, working in collaboration with the teams in Eventus, Culture and Arts (ECA) and Strategic Marketing and Communications (SMC), the postholder will be responsible for coordinating the design, build and marketing of a central, easy to use website for the promotion of Events at Queen's. The postholder will be required to collaborate and network with colleagues at all levels across the University to achieve buy-in on the use and ongoing upkeep of the self-service site and will use a range of marketing tools to promote the site to a wide range of internal and external stakeholders.

MAJOR DUTIES:

1. Undertake a 12 month Project to coordinate and oversee the implementation and promotion of new central listing events website (What's On at Queen's) for the University with support from the wider ECA and SMC team. Liaise with University colleagues across multiple departments, external funders, partners and stakeholders to deliver this project, ensuring that all work is delivered on time, to a high specification, within budget and delivers a strong marketing base for the promotion of future events at Queen's.
2. Develop, manage and implement a detailed Project plan for the implementation of the new website, replacing the existing <http://www.whatsonatqueens.com>, to showcase the range of activities across campus to an internal and external audience, increase local and international engagement, advance the University's global reputation and raise the profile of the Queen's brand. Monitor multiple strands of activity across the project involving relevant stakeholders and ensuring technical feasibility.
3. Undertake an extensive scoping exercise within the University in order to develop a comprehensive understanding of the requirements a central events listing must have to service and deliver the needs of all users, including Schools, Faculties, Institutes, Professional Services, Academic Conferencing and external stakeholders.
4. Thorough and extensive communication with external stakeholders and research into industry best practice, develop an in-depth understanding of how the target audiences find, consume and share influential content.
5. In conjunction with SMC and Information Services, co-ordinate the design and build of a new website by briefing and leading a web designer and the web developers ensuring a high quality user experience and maximizing opportunities for the use of social media channels in the promotion of events at Queen's.
6. Lead on the promotion of the new site through effective discussion and communication with key staff across the University. Devise an effective process and achieve buy in at all levels for the long-term promotion, upkeep and use of the site through the coordination of focus groups, training sessions, action plans, etc.
7. In conjunction with SMC, develop a marketing and social media plan to launch and promote the site to an internal and external audience.
8. Develop and deliver training and support to colleagues across the University to ensure key staff have the skills to maintain the site on a long term basis.
9. Using SEO and the interpretation of online analytics, prepare progress reports, reviewing successes, addressing issues and achieving project sign off at UOB level.
10. Any other duties that are reasonably requested by line managers and the Heads of ECA and SMC.

Planning and Organising:

1. Design business processes and map to digital systems and solutions – identifying innovations to support better working practices
2. Plan and organize own work schedule, over the short term with an awareness of longer term issues, responding to new pressures and adjusting priorities as needed.
3. Excellent time management skills with the ability to prioritise workload and meet multiple deadlines.
4. The ability to manage a project delivered across multiple departments (e.g. ECA, SMC, IS), including multiple projects and systems
5. Critically analyse project requirements for clarity, feasibility and consistency with stated objectives, and positively challenging where appropriate
6. Ensure the needs of all internal customers are met within agreed deadlines.

Resource Management Responsibilities:

1. Imaginative and capable of achieving results using limited resources.
2. Assist in the planning of resources within area of responsibility to ensure that they are effectively managed and monitored.
3. Work on own initiative and as part of the team to ensure that all scheduled work runs smoothly and to a high standard.
4. Assume delegated responsibilities as appropriate.

Internal and External Relationships:

1. Daily contact with Managers around the development of the Events at Queen's site.
2. Negotiate with stakeholders in order to gain support for digital approaches and solutions
3. Work collaboratively with professional colleagues across the University to deliver a work programme across different areas of responsibility.
4. Keep up to date with new developments in IT and Marketing.
5. Attend, when requested, relevant internal and external conferences and workshops.
6. Attend internal and external meetings to ensure that relevant issues are appropriately represented and reported.

ESSENTIAL CRITERIA:

1. A degree in a relevant subject or equivalent.
2. A minimum of 2 years' recent relevant project management experience to include:
 - Successful delivery of digital tools and systems, from requirements specification to planning, rollout, training and support.
 - Experience of gathering user and stakeholder insights to develop user-focused digital products
 - Experience of designing business processes and mapping to digital systems and solutions
 - Proven record of successfully communicating with, and influencing a wide range of audiences
3. Ability to lead on digital initiatives, develop a plan and negotiate with colleagues and stakeholders to implement the plan.
4. Proficient user of MS Office packages and general confidence and aptitude with IT systems.
5. Analysing and interpreting data and in the production of reports to inform decision making at a senior level.
6. Good people skills and ability to work collaboratively with colleagues to solve problems.
7. Excellent verbal and written communication and presentation skills together with an ability to explain complex issues.
8. Planning and progressing work activities and using initiative and independent judgement.
9. Ability to work under pressure to meet targets and deadlines.
10. Commitment to providing high standards of service at all times.
11. Ability and willingness to work flexible hours to meet the needs of managing the service (i.e. evenings, weekends and public holidays).

DESIRABLE CRITERIA:

1. Experience of managing project delivery according to best practice and governance in either Agile or Waterfall methodologies.
2. Experience of working across a range of marketing platforms and strategies.
3. Experience of developing testing programmes to ensure systems and tools offer the best user experience.
4. Experience of designing and/or delivering training courses to other members of staff.
5. Website planning and building using CMS.
6. User of specialist software packages in day to day role.