

Candidate Information

Position:	Digital Content Journalist
School/Department:	Faculty Office EPS
Reference:	19/107766
Closing Date:	Friday 6 September 2019
Salary:	£27,831 to £32,236 per annum
Anticipated Interview Date:	Monday 16 September 2019
Duration:	24 months

JOB PURPOSE:

Reporting to the Business Development Manager, this role will be required to proactively gather and implement content in support of the public visibility of the Faculty of Engineering and Physical Sciences in press, digital and social media across education and research. Additionally the successful candidate will provide content and administrative support for the Faculty Student Recruitment Hub (FSRH).

MAJOR DUTIES:

1. Create and implement high quality content for digital channels for a variety of audiences, producing written and rich content including engaging copy, images, audio and video and maintain it through the University's content management and asset management systems.
2. Produce clear and concise written material for the web that follows the University's policies and standards for digital content, accessibility, user experience, search engine optimisation.
3. Develop detailed quarterly digital content plans, which align with and support the Faculty's annual marketing and student recruitment plan.
4. Develop and maintain personal skill set to maintain high level of competency in using the University's content management systems and any tools that might be implemented in the future.
5. Ensure all content developed maintains brand and message consistency across all digital channels used and is within University digital governance.
6. Maintenance and updating of Faculty content across all digital media, including web, social media and course content on the course finder.
7. Support of CRM activities through content creation and delivery, including lead management and conversion.
8. Be familiar with the University's Digital Governance policies, standards and procedures. Provide input to steering committees and working groups responsible for developing digital standards, approving digital guiding principles and implementing governance frameworks.
9. Engagement with Faculty Schools, FSRH and MRCI through the Faculty Content and News group.
10. Administrative support of the FSRH for events, international travel and enquiry management.
11. Undertake other duties and responsibilities to support the goals of the Student Recruitment Hub as required by the Business Development Officer and other senior colleagues.

Planning and Organising:

1. Plan an annual calendar of content for the Faculty and carry out all operational organisation associated with this.
2. Prioritise workload and meet multiple deadlines.
3. Respond to needs of internal customers in a timely and effective manner.

Internal and External Relationships:

1. Regular liaison with relevant academic and support staff in Schools.
2. Faculty staff, Domestic and International Student Recruitment teams within Marketing, Communications, Recruitment and Internationalisation.

3. External PR agencies
4. Post-primary schools and colleges.

ESSENTIAL CRITERIA:

1. A Bachelor or Master's degree or equivalent in media, journalism, marketing or closely related area.
2. Minimum 2 years' experience in a digital content production/journalism role or digital marketing role with substantial content creation and maintenance.
3. Outstanding writing, editing and proof-reading skills, with the ability to produce high-quality accurate work to tight deadlines and adapt editorial style to a wide range of audiences.
4. Sound understanding of digital user behaviour and customer journeys, user journey testing and audience research, and the ability to apply these insights to develop more user-friendly experiences.
5. Sound understanding of search engine optimisation, web analytics and content management systems.
6. Ability to analyse and interpret data.
7. Ability to communicate information with clarity and effectiveness.
8. Effective interpersonal skills.
9. Able to work under pressure to meet targets and deadlines.

DESIRABLE CRITERIA:

1. Digital marketing qualification.
2. Experience in Public Relations.
3. Knowledge of education marketing.