



## Candidate Information

**Position:** Marketing & Communication Officer  
**School/Department:** The Graduate School  
**Reference:** 22/110326  
**Closing Date:** Monday 21 November 2022  
**Salary:** £29,619 - £34,308 per annum.  
**Anticipated Interview Date:** Monday 5 December 2022

### JOB PURPOSE:

The Marketing and Communications Officer will create effective communications that enhance engagement with our postgraduate community and staff. Working as part of the Graduate School team the post holder will implement exciting and innovative campaigns across all platforms and continuously develop and maintain all digital channels utilised, included to but not limited to social media, website and print.

### 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 throughout the University's content management and asset management systems.
2. Produce clear and concise written material for the web that follows the universities policies and standards for digital content, accessibility, user experience, search engine optimisation and mobile compatibility. Create new content and enhance, edit and re-use legacy content where appropriate.
3. Assist in the development and production of digital campaigns to achieve Graduate School and university-wide targets, maximise engagement and build advocacy.
4. Supporting and developing the online postgraduate community, delivering high levels of customer service that progresses users along their individual postgraduate journeys and provide relevant and timely responses to enquiries.
5. Leveraging previous experience of online analytics to build accurate and evidence-based insights into user behaviour that informs decision making at a strategic level. Use insights gained to optimise the user journey and enhance performance.
6. Develop an in-depth understanding of how our target audiences find, consume and share content. Produce detailed analysis of how the target audience's relationship with the Graduate School and University evolves over time and how this knowledge can be exploited to improve engagement.
7. Monitor new trends and techniques to ensure that the Graduate School communication objectives are delivered in an innovative and effective way. Consult with University digital steering committee and working groups to ensure digital innovations are delivered within University Digital Governance Framework.
8. Develop detailed monthly and quarterly digital content plans which align with and support the Graduate School as well as central SMC targets. Compose and deliver the Graduate School communications plan, including weekly updates to students and staff.
9. Develop and maintain personal skill set to ensure a high level of competency in using the University's content management systems and any tools that might be implemented in the future. Stay abreast of new trends, technologies and working practices and ensure that the Graduate School remains innovative by working with the Engagement and Events Officer to test new platforms, products and approaches.
10. Ensure all content is consistent with the Graduate School and University's brand guidelines across all channels and is within University digital governance policies, standards and procedures. Provide specialist advice on communications that adhere to the style guidelines, editorial procedures and web writing of the Graduate School and University for non-digital staff.
11. Designing/Selecting promotional materials for the Graduate School such as posters, banners, flyers, booklets and Welcome Week material.

12. Contribute to the message and other marketing and communications plans of the Graduate School and the University. Creating and monitoring the voice and persona of the Graduate School across all platforms.
13. Build relationships and work effectively with the Graduate School and University staff to develop appropriate content and communications to promote the Graduate School offer and implement the use of new digital and social media.
14. Form part of the in-house resources for technical, design and content knowledge.
15. Undertake other duties and responsibilities to support the goals of the Graduate School as required by the Graduate School Manager, Postgraduate Engagement and Events Officer and other senior colleagues.

**ESSENTIAL CRITERIA:**

1. \* Educated to degree level or equivalent in a relevant subject and a minimum of 2 years recent relevant experience in digital communications or marketing role including:
  - (i) Managing social media accounts,
  - (ii) Designing promotional or learning materials and,
  - (iii) Generating content using a range of media OR 4 years recent relevant experience in digital communications or marketing role including:
    - (i) Managing social media accounts,
    - (ii) designing promotional or learning materials and,
    - (iii) generating content using a range of media.
2. \* Experience of managing and stimulating online engagement and building an online community, creating engaging content, answering requests, progression of leads and management of conversations, and using analytics to optimise outcomes and enhance user experience.
3. \* Experience of planning and delivering innovative digital learning or communication plans using a project-based approach, including identifying objectives, tasks and timelines, managing resources and resolving issues.
4. Experience of writing, storytelling, designing, editing and proofreading across a range of media and channels.
5. Experience of creating, implementing and evaluating digital learning programmes or marketing and communications campaigns.
6. Experience of problem follow through and issue resolution. Finds solutions to problems.
7. Knowledge and understanding of the digital marketing landscape, recent trends and developments.
8. Knowledge of the postgraduate student experience and key issues facing postgraduate students.
9. Proficient user of MS Office packages and general confidence and aptitude with IT systems.
10. Knowledge of a range of tools and software such Adobe or equivalent to support design to design, develop and create digital and paper-based content.
11. Outstanding writing, editing and proof-reading skills, with the ability to produce high quality accurate work to tight deadlines and adapt editorial styles to a wide range of audiences.
12. Be aware of issues that could negatively impact the University and escalate through a crisis management process when appropriate.
13. Good verbal and written communication skills together with an ability to explain complex issues.
14. Works to exceptional levels of accuracy whilst under pressure and thrives on delivering high levels of customer service.
15. Ability to prioritise and manage own workload and meet tight deadlines.
16. A flexible approach to new tasks and duties and working hours to meet business needs when required.
17. Good team worker with a flexible approach and sets exceptional personal standards within the working environment.

**DESIRABLE CRITERIA:**

1. A postgraduate or equivalent professional qualification in digital marketing, digital media, multimedia design and production, communications or related subject.
2. Experience working in digital marketing, communications or learning in a higher education context.
3. Experience of video content development.
4. Experience of editing images using Adobe Photoshop or equivalent.
5. Experience planning and delivering innovative communication plans.
6. An understanding of web standards including responsive design and WCAG would be an advantage.