ROLE PROFILE

Job Title: Information Officer
School/Department: Careers and Employability Service, Registrars
Job Family and Level: APM Level 3
Contract Status: Permanent
Hours of Work: 36.25 hours per week
Location: Portland Building, University Park Campus
Responsible to: Information and Communications Manager

The Careers and Employability Service
The University of Nottingham Careers and Employability Service is a large, award-winning professional service that is committed to advancing the prospects of our students and graduates. Based in locations across all three UK campuses, we work as one service to provide collaboratively conceived, locally managed and collectively delivered services to students from all our Schools and Faculties.

The Careers and Employability Service has an excellent track record in supporting its students in their transition from University, and into the first steps of their future careers.

Purpose of the Team
As part of the Careers and Employability Service, the Information and Communications team work closely with colleagues to lead on the development, delivery and maintenance of information services for stakeholders. The team also lead on the development, delivery and maintenance of marketing collateral and communications to stakeholders.

Purpose of the Role
The Information Officer supports the Information and Communications Manager to deliver a first class client-facing, highly visible innovative digital service to our clients. The Information Officer has responsibility for developing, reviewing and updating the Careers and Employability Service website, contributing to the Careers Handbook, creating video content, supporting the online careers management system and will work closely with the Marketing and Communications Officer on awareness raising campaigns.

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<th>Main Responsibilities</th>
<th>% time per year</th>
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<tr>
<td>1. To regularly review, update and develop content for the department’s website</td>
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<td>You will have ownership of various sections of the website as agreed with the Information and Communications Manager. Utilising a content management system used across the University of Nottingham, you will:</td>
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<td>• Work with colleagues across the service to ensure the content of the website reflects current practice and service delivery</td>
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<td>• Source and/or develop copy to fill gaps or further enhancement of current copy.</td>
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- Support new initiatives/projects by creating a web presence involving liaison with the project lead, designing the page layout, creating or editing copy, adding imagery and video and where appropriate creating forms.
- Contribute and develop content as part of a service-wide group (for example International Students)
- Advise colleagues on the suitability of content, tone of voice and writing styles for our target audiences
- Contribute to and implement the annual maintenance plan for the website
- Respond to requests from organisations to link to their website – checking if it adds value to our site and meets the department’s good practice guidelines
- Deliver training to new colleagues on our website and to colleagues on new resources developed or purchased or other changes across the website.

### 2. Expand and enhance the Careers and Employability Service digital resources

You will be involved in a number of projects that increase the range of digital and online resources available to students and graduates. These activities will include.

**Creation of fair guides delivered through MyNottingham app.** This will involve:
- Working with the fair organiser to ensure all the required information is gathered from the employer according to the agreed schedule.
- Reviewing and cleansing the data supplied by employers to ensure it is in the correct format for the app
- Updating regularly as changes to employers are confirmed including right up to the day of the fair
- Inputting all fair details including workshops to the app
- Liaising with the MyNottingham app team to develop the service
- Managing the creation of the complementary print publication for each fair including liaison with designer, proofreading and liaising with the marketing and communications officer for printing.

**Creation of short information-focused videos and blogs used on the website to present or explain career topics in a more engaging format.** This will involve:
- Working with colleagues to define the purpose of the video and storyboarding where necessary
- Identifying and recommending edits
- Uploading to the University’s MediaSpace and CMS
- Promotion of the videos to staff and students through various communication channels

**Regularly review, update and develop content for the Service’s online career management software which will be a complementary source of information for students through a searchable resources section and FAQs.**

**Regularly review the content of the Careers tile and liaise with the MyNottingham app team to update.**

### 3. Development and review of information products and content

You will work with the Information and Communications Manager to:
- Monitor the effectiveness of our resources using a range of methodology to facilitate the development of our online information services, including collection of feedback from students and staff
- Present the findings of feedback alongside identified best practice in the sector to inform the Information and Communications Manager and the Careers and Employability Service Leadership Team about future trends for information development
- Have ownership of a significant part of the Careers Handbook which will involve reviewing copy, writing new copy, liaising with staff and other departments, identifying and contacting students/alumni for case studies, organising
photoshoots, proofreading and meeting the schedule for production. Working with the team to finalise the publication for printing.
- Work with colleagues across the Careers and Employability Service to create termly events guides
- Contribute to external activity around information and communication particularly through regional and national specialist networkers

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<th>4. Increasing the awareness of the information, advice, guidance and support available from the Careers and Employability Service</th>
<th>10%</th>
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| - Publish online marketing collateral alongside print materials including event webpages utilising the copy and imagery created for campaigns and scheduling web adverts  
- Development ideas, create content and organise scheduling of slides for our scrolling LCD screens  
- Promote our website and subscription services which include: Passport Career, Graduates First, Alternative Guide to Postgraduate Study through for example, social media and writing blog posts  
- To create content on a fortnightly basis for the ticker that runs across the front of the Portland Office window and in Pope Building. |  |

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<th>5. Other duties</th>
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<td>- Any other activity commensurate with the role and grade of this post</td>
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**Person Specification:**

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<th>Essential</th>
<th>Desirable</th>
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<td><strong>Qualifications/Education</strong></td>
<td>HNC/HND, or equivalent plus English and maths at GCSE or equivalent OR substantial work experience in further or higher education or equivalent, plus hands-on experience in a similar role</td>
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| **Skills/Training** | Organising and maintaining online resources  
- Identifying, assessing and selecting information resources that add value  
- Copywriting skills to develop engaging text for websites and social media channels  
- Ability to produce engaging web pages from a design and content perspective.  
- Excellent organisational skills  
- Excellent teamwork skills  
- Excellent communication skills, written and oral, including presentation skills.  
- Ability to work with a range of clients – students, colleagues and employers, and vary the communication style as appropriate  
- Proficiency in the use of Microsoft Word, Excel and PowerPoint.  
- Ability to organise own workload and to work independently  
- Meticulous attention to detail  
- A positive, proactive and flexible approach to work  
- Keen interest in careers information and creativity in terms of ideas and problem solving  
- Photoshop skills  
- InDesign skills |  |
- A demonstrable interest in harnessing the benefits of digital media

**Experience**
- Experience of working in an employment, education or related field
- Experience of using content management systems
- Experience of delivering an information or promotional service to clients
- Experience of maintaining information resources.
- Experience of copywriting for publications (print and electronic).
- Experience of creating copy for websites and/or social media
- Experience of utilising Google Analytics to improve the effectiveness of website
- Experience of working in a career development setting
- Experience of working within a defined set of brand guidelines
- Experience of story-boarding video content

**Statutory/Legal**
- Knowledge of Freedom of Information and Data Protection principles

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### Additional Information

The Careers and Employability Service supports students across the whole of the University and currently comprises of 77 members of staff. The Director of the Careers and Employability Service is Dr Nalayini Thambar, the Deputy Director is Paul Charman and the Associate Director is Stuart Marriott.