**Purpose of role:**
This is a new and exciting role, which we have created to help us deliver our ambition to better inform our audiences about us, our work and what we do for our stakeholders of students and academics. We are presently completing a piece of work that will help us define our communications and marketing strategy and if successful, you will be responsible for its implementation and delivery. Based in our Kings Meadow Campus, you will create, curate and publish innovative, audience focused content across multiple platforms to support and promote the wide range of library resources and its variety of services, delivering a content strategy that delivers compelling brand stories to support the UoNL’s business objectives.

<table>
<thead>
<tr>
<th>Main responsibilities</th>
<th>% time per year</th>
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<tbody>
<tr>
<td><strong>Content strategy, planning and management</strong></td>
<td>40%</td>
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<tr>
<td>• Lead on the development, delivery and implementation of the communications and marketing strategy, being the source of expertise and authority for the department.</td>
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<tr>
<td>• Create a coherent plan for all communications activity, following the student and academic journey and liaising with colleagues across all sections of the department to identify key campaigns.</td>
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<tr>
<td>• Adopting an agile and data-driven approach, develop and manage multi-channel, audience focused, marketing campaign strategies and plans for the UoNL that will achieve campaign objectives including generating and converting leads and increasing brand awareness</td>
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<tr>
<td>• Develop and deliver an audience focused content strategy that delivers compelling brand stories to support the Library’s business objectives.</td>
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<tr>
<td>• Using audience insight, scope out content requirements and create content plan deliverables across campaigns. This includes supporting content audits as well as gap analyses.</td>
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<tr>
<td>• Present and distribute content across multiple platforms in a range of formats ie text-based articles, infographics or multimedia presentations and use this to develop and implement the content strategy.</td>
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<tr>
<td>• Create and maintain content calendars, taxonomies, metadata frameworks and content migration plans, assisting with the technical integration of content as required.</td>
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<tr>
<td>• Regularly report and review on campaign performance against agreed KPIs.</td>
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<tr>
<td><strong>Copywriting</strong></td>
<td>35%</td>
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<tr>
<td>• Bring the UoNL’s stories to life with creative and compelling content for multiple audiences (including prospective and current students, research and business audiences)</td>
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<tr>
<td>• Create, curate and publish content in multiple formats across all channels.</td>
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<tr>
<td>• Ensure all delivered content is adhering to UoN style guides, best practice and legislative compliance.</td>
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<tr>
<td><strong>People and stakeholder engagement</strong></td>
<td>5%</td>
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<tr>
<td>• Develop effective working relationships across the department and work in close liaison with colleagues in External Relations</td>
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<tr>
<td><strong>Budget</strong></td>
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- Manage the comms and marketing budget for the department, feeding this into departmental financial forecasting
- Ensure that the budget is fit for purpose and that it delivers value for money for the University

### Governance and quality
- Keep up-to-date with brand objectives and plans.
- Take professional pride in and responsibility for the quality of UoNL’s marketing activities and outputs.
- Be a brand champion and ensure adherence to the University brand ie visual identity, messaging, style guide, tone of voice etc.
- Ensure compliance with relevant legislation ie CMA, GDPR and ASA requirements.
- Contribute to the development of agreed reporting, governance and consultation structures that enable effective delivery of the above.

### Other
- Other duties as required within the scope of the role.
<table>
<thead>
<tr>
<th><strong>Skills</strong></th>
<th><strong>Essential</strong></th>
<th><strong>Desirable</strong></th>
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</table>
|            | An experienced marketing communications professional able to demonstrate they have currency of skills across the full marketing mix, in particular:  
- Content planning  
- Strong content creation and curation  
- Excellent copywriting for multiple channels  
- Highly creative  
- Outstanding attention to detail  
- Digital marketing  
- Customer-focused, with a campaign-led approach  
- Performance and data-driven  
- Solution oriented  
- Matrix and collaborative working |  
- Video production and photography  
- Adobe Creative Suite |

| **Knowledge and Experience** |  
- Content strategy  
- Working with and managing social media channels  
- Familiarity with websites, customer experience platforms and CRM  
- Embracing new technologies  
- Quality and governance in a marketing context ie brand compliance  
- Working under time and results pressure with tight deadlines and changing priorities  
- Digital tools ie Google Analytics, Google AdWords, Facebook Ad Manager etc.  
- SEO, social media planning and media buying |  
- Working with new digital systems  
- Working in a large complex organisation |

| **Qualifications, certification and training (relevant to role)** |  
- HNC or HND in a relevant subject, or to A level or equivalent standard  
- Relevant professional marketing or communications qualification preferably a digital marketing qualification or equivalent experience |  
- Educated to degree level of equivalent  
- Membership of a relevant professional institute |

| **Additional Information (eg, Statutory/Legal)** |  
- Understanding of, and experience of ensuring adherence to, relevant legislation ie DDA, CMA, ASA etc. |
Expectations and behaviours

The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University’s strategy, vision and values. The following are essential to the role:

Valuing People
Is always equitable and fair and works with integrity. Proactively looks for ways to develop the team and is comfortable providing clarity by explaining the rationale behind decisions.

Taking Ownership
Is highly self-aware, looking for ways to improve, both taking on board and offering constructive feedback. Inspires others to take accountability for their own areas.

Forward Thinking
Driven to question the status quo and explore new ideas, supporting the team to “lead the way” in terms of know-how and learning.

Professional pride
Sets the bar high with quality systems and control measures in place. Demands high standards of others identifying and addressing any gaps to enhance the overall performance.

Always inclusive
Ensures accessibility to the wider community, actively encouraging inclusion and seeking to involve others. Ensures others always consider the wider context when sharing information making full use of networks and connections.

Key relationships with others

- Line manager
  - UoNL Operations Manager with dotted line to Head of Internal Communications

- Role holder
  - Communications and Digital Content Manager

- Key stakeholder relationships/
  - Direct reports
    - Libraries colleagues
    - Colleagues within Digital and Marketing
    - Colleagues within Communications and
    - Direct reports:
      - Occasional interns
      - Work placement students