**Purpose of role:**
To create, curate and publish innovative, audience focused content across multiple platforms to support two core areas of business – student recruitment and research. Based locally within a faculty team and reporting into the University’s Digital and Marketing team, the role holder is responsible for developing and delivering an audience focused content strategy that delivers compelling brand stories to support the faculty’s business objectives.

<table>
<thead>
<tr>
<th>Main responsibilities</th>
<th>% time per year</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content strategy, planning and management</strong></td>
<td>40%</td>
</tr>
<tr>
<td>• Support the Faculty Marketing Communications Manager to develop and execute multi-channel, audience focused, marketing campaign strategies and plans for the faculty that will achieve campaign objectives including generating and converting leads and increasing brand awareness.</td>
<td>40%</td>
</tr>
<tr>
<td>• Develop and deliver an audience focused content strategy that delivers compelling brand stories to support the faculty’s business objectives.</td>
<td>40%</td>
</tr>
<tr>
<td>• Using audience insight (ie defining user personas), scope out content requirements and create content plan deliverables across all marketing campaigns. This includes supporting content audits as well as gap analyses.</td>
<td>40%</td>
</tr>
<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>
<td>40%</td>
</tr>
<tr>
<td>• Create and maintain content calendars, taxonomies, metadata frameworks and content migration plans, assisting with the technical integration of content as required.</td>
<td>40%</td>
</tr>
<tr>
<td>• Work to a “test-measure-learn” approach and feed into clear and detailed reporting on audience performance analysis, leading to data driven decisions that drive business results.</td>
<td>40%</td>
</tr>
<tr>
<td>• Regularly report and review on campaign performance against agreed KPIs.</td>
<td>40%</td>
</tr>
<tr>
<td><strong>Copywriting</strong></td>
<td>5%</td>
</tr>
<tr>
<td>• Bring the University’s brand stories to life with creative and compelling content creation and curation for multiple audiences (prospective and current students, research and business audiences etc)</td>
<td>5%</td>
</tr>
<tr>
<td>• Create, curate and publish content in multiple formats across all channels, for example mobile apps, website, brochures, blogs, social, direct marketing etc.</td>
<td>5%</td>
</tr>
<tr>
<td>• Ensure all delivered content is adhering to best practice and legislative compliance.</td>
<td>5%</td>
</tr>
</tbody>
</table>

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**Role Profile**
### Role Profile

- Develop effective working relationships across matrix structures to deliver faculty and External Relations objectives.
- Work collaboratively across matrix structures to create, curate and share content for the faculty.

### Governance and quality

- Keep up-to-date with brand objectives and plans.
- Take professional pride in and responsibility for the quality of the faculty’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

- Support wider External Relations initiatives and flagship events as required across the year – for example Open Days, Graduation, and Clearing and Confirmation, some of which are held on a weekend.
- Other duties as required within the scope of the role.
## Person specification

<table>
<thead>
<tr>
<th>Skills</th>
<th>Essential</th>
<th>Desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>An experienced marketing communications professional able to demonstrate they have currency of skills across the full marketing mix, in particular:</td>
<td>• Video production and photography&lt;br&gt;• Adobe Creative Suite</td>
</tr>
<tr>
<td></td>
<td>• Content planning&lt;br&gt;• Strong content creation and curation&lt;br&gt;• Excellent copywriting for multiple channels&lt;br&gt;• Highly creative&lt;br&gt;• Outstanding attention to detail&lt;br&gt;• Digital marketing&lt;br&gt;• Customer-focused, with a campaign-led approach&lt;br&gt;• Performance and data-driven&lt;br&gt;• Solution oriented&lt;br&gt;• Matrix and collaborative working</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Knowledge and Experience</th>
<th>Essential</th>
<th>Desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Content strategy&lt;br&gt;• Working with and managing social media channels&lt;br&gt;• Familiarity with websites, customer experience platforms and CRM&lt;br&gt;• Embracing new technologies&lt;br&gt;• Quality and governance in a marketing context ie brand compliance&lt;br&gt;• Working under time and results pressure with tight deadlines and changing priorities&lt;br&gt;• Digital tools ie Google Analytics, Google AdWords, Facebook Ad Manager etc.&lt;br&gt;• SEO, social media planning and media buying</td>
<td>• Working with new digital systems&lt;br&gt;• Working in a large complex organisation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Qualifications, certification and training (relevant to role)</th>
<th>Essential</th>
<th>Desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• HNC or HND in a relevant subject, or to A level or equivalent standard&lt;br&gt;• Relevant professional marketing or communications qualification preferably a digital marketing qualification or equivalent experience</td>
<td>• Educated to degree level of equivalent&lt;br&gt;• Membership of a relevant professional institute</td>
</tr>
<tr>
<td>Additional Information (e.g., Statutory/Legal)</td>
<td>• Understanding of, and experience of ensuring adherence to, relevant legislation i.e. DDA, CMA, ASA etc.</td>
<td></td>
</tr>
</tbody>
</table>
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:

<table>
<thead>
<tr>
<th>Expectation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valuing People</td>
<td>Is friendly, engaging and receptive, putting others at ease. Actively listens to others and goes out of way to ensure people feel valued, developed and supported.</td>
</tr>
<tr>
<td>Taking Ownership</td>
<td>Is clear on what needs to be done encouraging others to take ownership. Takes action when required, being mindful of important aspects such as health and safety, equality, diversity and inclusion and other considerations.</td>
</tr>
<tr>
<td>Forward Thinking</td>
<td>Drives the development, sharing and implementation of new ideas and improvements to support strategic objectives. Engages others in the improvement process.</td>
</tr>
<tr>
<td>Professional pride</td>
<td>Is professional in approach and style, setting an example to others; strives to demonstrate excellence through development of self, others and effective working practices.</td>
</tr>
<tr>
<td>Always inclusive</td>
<td>Builds effective working relationships, recognising and including the contribution of others; promotes inclusion and inclusive practices within own work area.</td>
</tr>
</tbody>
</table>
Key relationships with others

Line manager
Faculty Marketing Communications Manager

Role holder
Communications and Content Officer

Key stakeholder relationships/
Direct reports
Faculty colleagues
Digital and Marketing
Student Recruitment (HEU and International)
Communications and Advocacy
Relevant colleagues at UNNC and UNMC

Direct reports:
Occasional interns/
Work placement students