### Role profile

<table>
<thead>
<tr>
<th>Job title</th>
<th>Communications and Content Officer</th>
<th>Job family and level</th>
<th>Administrative, Professional and Managerial Level 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>School/Department</td>
<td>Institute for Policy and Engagement</td>
<td>Location</td>
<td>University Park</td>
</tr>
</tbody>
</table>

#### Purpose of role

This role is a fantastic opportunity for communications professionals looking to use their skills in a role that ensures Nottingham’s world-leading research reaches relevant policy and public audiences so it can make a real difference. Using data and insight, you will develop a deep understanding of the wants, needs and motivations of our target audiences - from researchers to policy makers and our wider publics – to shape a brighter future.

You will be part of a small but wide-ranging team, supporting policy impact and public engagement with research and researchers from across the University of Nottingham. You'll also link across to the main content team of creatives and marketers as part of a community of practice, sharing creative content successes and fuelling a culture of continuous improvement and innovation.

You will develop strong subject matter expertise and apply your superior copywriting skills to create irresistibly convenient user journeys and exceptional customer experiences across a mix of campaigns, content and channels.

#### Main responsibilities

<table>
<thead>
<tr>
<th>% time per year</th>
<th></th>
</tr>
</thead>
</table>

**Creative content for campaigns**

- Create inclusive, engaging and compelling copy in line with agreed campaign messaging frameworks to raise awareness, drive demand, generate leads and win conversions across customer journey
- Supporting the wider Institute team to develop and create a wide range of content for integrated, omnichannel campaigns that meet user needs and sustain interest over time
- Keep up to date with audience preferences and behaviours across channels, online technologies and content trends to inform content development
- Help to develop COPE (create one publish everywhere) content solutions that can be personalised and support delivery of marketing and communications plans

**Content creation and management**

- 30%
- 30%
- Translate campaign and content briefs into clear and credible copy that brings our brand to life and aligns with content strategies
- Describe value propositions, features and benefits across a range of media to create content experiences that delight audiences and exceed expectations
- Produce accurate clear work, ensuring accuracy of spelling and grammar and modifying in response to feedback
- Manage a communications content calendar comprising team-wide activities, events, communication channels and timelines, and maintain a content development process across team programmes and projects.
- Plan your work and deliver assets to meet campaign schedules and the university content calendar
- Ensure that all personal data is processed in compliance with General Data Protection Regulation (GDPR)
- Ensure content meets regulatory requirements and complies with industry standards (CMA, ASA, WCAG) and that content adheres to university brand guidelines
- Liaise with colleagues from External Relations and other departments on Institute content for university-wide communications channels, such as press releases, newsletter content, etc.
- Manage internal communication channels on behalf of the wider institute team

### Reporting and performance management

- Using a variety of analytics tools and in-house reports, monitor content performance across channels and campaigns to inform improvements and iterations
- Provide monthly insights assessing efficiency and reach of social media activity, including insights on key competitor activity.
- Produce quarterly report of all Institute communications, disaggregated by channels, and provide recommendations to boost engagement.
- Catalogue content using available mechanisms such as the digital asset management system (DAM)
- Join a supportive community of content creators to share best practice and participate in peer feedback

### Other

- Keep up to date with market insight, HE sector and digital marketing trends
- Work with Institute teams to present a cohesive, connected and coherent brand story of the Institute across communication streams and content.
- Continually review and refine communications coordination methodologies within the team.
- Advise team members on the development of communications materials within projects.
- Liaise with the wider External Relations team, especially Research Communications and Public Affairs teams, to coordinate activities

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Reporting and performance management</td>
<td>20%</td>
</tr>
<tr>
<td>4</td>
<td>Other</td>
<td>20%</td>
</tr>
</tbody>
</table>
and engagement on policy, research advocacy and public engagement work.
## Person specification

<table>
<thead>
<tr>
<th>Skills</th>
<th>Essential</th>
<th>Desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Proven ability to write accurate, engaging and compelling copy for a range of media and channels</td>
<td>▪ UX and / or campaign design skills</td>
<td></td>
</tr>
<tr>
<td>▪ Strong communication skills for exchanging ideas with colleagues and clients</td>
<td>▪ Good understanding of policy impact/public engagement/ research communications</td>
<td></td>
</tr>
<tr>
<td>▪ Excellent organisation skills with the ability to work independently and flexibly across multiple projects</td>
<td>▪ Project management</td>
<td></td>
</tr>
<tr>
<td>▪ Ability to work well under pressure and deliver a high volume of high-quality work to agreed deadlines</td>
<td>▪ Creative skills with a ‘can do’ attitude for contributing new and innovative ideas</td>
<td></td>
</tr>
<tr>
<td>▪ Outstanding proofreading skills and meticulous attention to detail and accuracy</td>
<td>▪ Ability to synthesise complex information for lay audiences.</td>
<td></td>
</tr>
<tr>
<td>▪ Able to work remotely and in-person using a range of IT solutions including Microsoft 365</td>
<td>▪ Experience of working on digital campaigns</td>
<td></td>
</tr>
</tbody>
</table>

## Knowledge and experience

<table>
<thead>
<tr>
<th>Knowledge and experience</th>
<th>Essential</th>
<th>Desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Experience of working on digital campaigns</td>
<td>▪ Experience of working in a large and complex organisation, preferably in education</td>
<td></td>
</tr>
<tr>
<td>▪ Demonstrable experience of working on own initiative and prioritising workload to deliver high quality solutions.</td>
<td>▪ Experience of undertaking market research</td>
<td></td>
</tr>
<tr>
<td>▪ Experience of working on digital campaigns, measuring performance against agreed KPIs and using analytics</td>
<td>▪ Experience of working with academic content.</td>
<td></td>
</tr>
<tr>
<td>▪ Experience of working on digital marketing platforms (CMS, CRM and automated marketing solutions)</td>
<td>▪ Experience of building a network of contacts for information gathering.</td>
<td></td>
</tr>
<tr>
<td>▪ Experience of researching content in preparing for communications activity and asset creation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ Experience of working in a customer focused environment</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Qualifications, certification and training (relevant to role) | • Educated to degree level or equivalent  
• Proven experience of working in a marketing and/or communications environment | • A marketing related professional qualification, or working towards a marketing related professional qualification eg CIM |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Statutory, legal or special requirements</td>
<td>• Understanding of need to adhere to relevant regulatory requirements</td>
<td></td>
</tr>
</tbody>
</table>

The University of Nottingham is focused on embedding equality, diversity and inclusion in all that we do. As part of this, we welcome a diverse population to join our work force and therefore encourage applicants from all communities, particularly those with protected characteristics under the Equality Act 2010.
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 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.

**Taking ownership**
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 & Safety, Equality, Diversity & Inclusion, and other considerations.

**Forward thinking**
Drives the development, sharing and implementation of new ideas and improvements to support strategic objectives. Engages others in the improvement process.

**Professional pride**
Is professional in approach and style, setting an example to others; strives to demonstrate excellence through development of self, others and effective working practices.

**Always inclusive**
Builds effective working relationships, recognising and including the contribution of others; promotes inclusion and inclusive practices within own work area.

Key relationships with others

```
   Line manager
     Operations Manager
        Communications and Content Officer
           Colleagues
           External audiences
           Academics/wider university
```

Role holder

Key stakeholder relationships