



<b>Job title</b>	Content Manager	<b>Job family and level</b>	Administrative, Professional and Managerial Level 4
<b>School/ Department</b>	Digital and Marketing	<b>Location</b>	Jubilee Campus/Hybrid

## Purpose of role

The Content Manager will oversee a team of content and communications officers within the University's Content and Creative Services team. This role is focused on establishing and maintaining high standards of engaging and versatile content across multiple campaigns and channels. Working closely with the Head of Content and Creative Services, the Content Manager will play a key role in developing and driving the overall content strategy to ensure it aligns with the university's business goals.

In addition to content creation, the Content Manager will actively foster an inclusive working environment and provide support for the professional growth of team members. This role encompasses a broader scope of content management beyond copywriting, encompassing various forms of content such as written materials, visuals, multimedia, and more.

	<b>Main responsibilities</b> (Primary accountabilities and responsibilities expected to fulfil the role)	<b>% time per year</b>
1	<p><b>Content and copy</b></p> <ul style="list-style-type: none"> <li>▪ Create emotive, engaging, and compelling content, including copy, visuals, and multimedia, that brings the University brand to life across multiple campaigns and channels</li> <li>▪ Develop a comprehensive understanding of the University's priorities, products, services, target audiences, competitors, and activities to inform content creation</li> <li>▪ Collaborate with the Head of Content and Creative Services to establish an overarching content strategy, including the creation of standard operating procedures, templates, and codes of practice</li> <li>▪ Produce original ideas, messages, scripts, and other content elements, adapting them based on feedback from colleagues and stakeholders</li> <li>▪ Edit own work and the work of others to ensure accuracy of spelling, grammar, and brand alignment.</li> <li>▪ Oversee the creation of content in various formats, such as written materials, animations, videos, infographics, audio, social media posts, emails, blogs, website copy, and landing pages</li> <li>▪ Ensure online content is optimised for search engine optimisation (SEO) and delivers an exceptional customer experience.</li> </ul>	40%
2	<p><b>Campaigns</b></p> <ul style="list-style-type: none"> <li>▪ Develop campaign strategies focused on achieving results, including lead generation, conversion, and engagement</li> </ul>	35%

	<ul style="list-style-type: none"> <li>▪ Lead brainstorming sessions to shape narratives and creative concepts, integrating visual and written elements</li> <li>▪ Present initial ideas to stakeholders and refine them into workable concepts</li> <li>▪ Manage projects and campaigns from ideation to delivery, coordinating content creation and collaborating with designers, illustrators, photographers, actors, and models when necessary</li> <li>▪ Liaise with the Campaigns team to consider advertising requirements and recommend suitable solutions within budget constraints</li> <li>▪ Monitor and report on content effectiveness, making necessary updates and adjustments</li> </ul>	
3	<p><b>Brand and quality assurance</b></p> <ul style="list-style-type: none"> <li>▪ Maintain high creative standards for all content and written materials produced by the University</li> <li>▪ Review your own work to and that of the team to ensure it aligns with strategic objectives and meets quality standards</li> <li>▪ Ensure content and campaign activities adhere to the University's brand and style guidelines and comply with relevant regulatory requirements</li> <li>▪ Design content with accessibility, inclusivity, and user-friendliness in mind</li> <li>▪ Track performance metrics to maximise the business impact of content initiatives</li> </ul>	15%
4	<p><b>Team leadership and relationship management</b></p> <ul style="list-style-type: none"> <li>▪ Support the professional development of a small team of Communications and Content Officers by providing guidance and mentoring, fostering a collaborative and inclusive working environment. Note: workflow management and task allocation for the team is handled by the Production Manager using the Wrike system.</li> <li>▪ Participate in stakeholder meetings, effectively communicating creative vision and proposals</li> <li>▪ Scope projects and create clear briefs to capture stakeholder requirements</li> <li>▪ Collaborate with creative, digital, marketing, and research teams to meet deadlines and budgets working closely with the Production Manager</li> <li>▪ Liaise and negotiate with suppliers, contractors, and creative agencies</li> <li>▪ Contribute to development activities and team meetings as required</li> </ul>	5%
5	<p><b>Additional tasks</b></p> <ul style="list-style-type: none"> <li>▪ Undertake ad hoc projects and participate in projects on behalf of the wider External Relations team as directed by the Head of Content and Creative Services.</li> </ul>	5%

## Person specification

	Essential	Desirable
<b>Skills</b>	<ul style="list-style-type: none"> <li>▪ Highly creative and imaginative with strong interpersonal and communication skills</li> <li>▪ Ability to write accurate, clear, creative, persuasive, original copy that is concise and grammatically correct</li> <li>▪ Attention to detail with exceptional writing, proofing and editing skills</li> <li>▪ Ability to adapt content and style to suit different audiences and channels</li> <li>▪ A proven ability to work under pressure, prioritise workload and manage competing demands effectively</li> <li>▪ A flexible approach and willingness to adapt ideas in response to feedback</li> <li>▪ Proficient in Office 365</li> <li>▪ Ability to work independently and collaboratively with a range of creative professionals</li> <li>▪ A proven ability to build strong working relationships with a wide range of stakeholders</li> <li>▪ Commercial and future focused mindset with an ability to adapt quickly to ever-changing technologies and environment</li> </ul>	<ul style="list-style-type: none"> <li>▪ Confident in using Content Management Systems and Adobe Creative Cloud</li> </ul>
<b>Knowledge and experience</b>	<ul style="list-style-type: none"> <li>▪ Significant experience of writing compelling, brand aligned copy for a range campaigns, purposes and channels</li> <li>▪ Significant experience of generating creative ideas to build innovative campaigns and content solutions</li> <li>▪ Experience creating content to generate quality leads and conversions</li> <li>▪ Significant experience in creating and delivering above/below the line campaigns, measuring performance against agreed KPIs and using analytics to inform future decisions</li> <li>▪ A good understanding of broad digital marketing principles: understanding user journeys and how to influence them through</li> </ul>	<ul style="list-style-type: none"> <li>▪ Digital Marketing experience</li> <li>▪ Understanding of content design and UX principles</li> <li>▪ Experience creating content for global audiences with an understanding of content localisation and how to maintain a unified voice across different languages</li> <li>▪ Experience of working with a large and complex organisation</li> <li>▪ Understanding of Advertising Standards Authority (ASA), Competition and Markets Authority (CMA), regulatory frameworks, and compliance.</li> </ul>

	<p>paid campaigns, implementing effective marketing messaging at all stages of the funnel</p> <ul style="list-style-type: none"> <li>▪ Experience supporting and developing junior colleagues</li> <li>▪ An interest in commerce, popular culture, and new advertising trends and techniques</li> <li>▪ Understanding the importance of confidentiality and data protection compliance (GDPR)</li> <li>▪ Ability to handle sensitive situations diplomatically</li> </ul>	
<b>Qualifications, certification and training (relevant to role)</b>	<ul style="list-style-type: none"> <li>▪ Appropriate degree (or equivalent experience) in Writing, Advertising, Marketing, Content, Journalism or similar</li> </ul>	



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** Understands that it is essential to provide a structure that people can thrive in. Knows how to communicate with people to create a healthy working environment and get the best out of people.
- Taking ownership** Communicates vision clearly, providing direction and focus. Knows how to create a productive environment where people are inspired and can work cross-departmentally in partnership.
- Forward thinking** Has the ambition to be a pioneer in own area, anticipating the future change, needs and challenges. Knows how to innovate within their work context and champions others to be inspired to be part of this ambition
- Professional pride** Keeps up to date on latest thinking, trends and work practices. Supports team to be thought leaders; willing to challenge if obstacles get in the way.
- Always inclusive** Establishes far reaching partnerships, well beyond own area across a broad range of networks. Understand role to pay due regard to the needs of the whole community.

## Key relationships with others

