



Job title	Communications and Digital Content Manager	Job family and level	Administrative, Professional and Managerial, Level 4
School/ Department	School of Education	Location	Jubilee Campus

Purpose of role

This is a new and exciting role created to help realise the ambitions for the Observatory for Mathematical Education. Based in the School of Education on the Jubilee Campus you will create, curate and publish focused content across multiple platforms to support and promote the Observatory’s activity. You will be an excellent communicator who can work autonomously with colleagues at all levels and external stakeholders across a variety of settings. The role holder will oversee communications and will facilitate an active and authoritative stream of blogs and commentary across social media platforms. You will also oversee horizon scanning as part of the Observatory’s wider role of monitoring relevant activity at national and international levels.

To work with the project team and its key stakeholders to effectively plan, develop and deliver digital content and marketing campaigns for the Observatory.

Responsibilities will include planning and executing communications and marketing campaigns that support the OME portfolio of work and ambitions.

	Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role)	% time per year
1	<p>Content strategy, planning and management</p> <ul style="list-style-type: none"> • Lead on the development and implementation of communications and engagement strategy, being the source of expertise and authority for the Observatory. • Create a coherent plan for all communications activity, liaising with colleagues across the Observatory’s core, additional and associated activities. • Adopt an agile and data-driven approach, develop and manage multi-channel, audience focused, communication campaigns for the Observatory that increase visibility, engagement and impact. • Develop specific content for communication with primary and secondary partnership schools 	50%

	<ul style="list-style-type: none"> • Lead on design commissions with external agencies • 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. • Create and maintain content calendars, taxonomies, metadata frameworks and content migration plans, assisting with the technical integration of content as required. 	
2	<p>Copywriting</p> <ul style="list-style-type: none"> • Bring the Observatory's research stories to life with creative and compelling content for multiple audiences. • Create, curate and publish content in multiple formats across all channels. • Ensure all delivered content is adhering to co-brand style guides, best practice and legislative compliance. 	30%
3	<p>People and stakeholder engagement</p> <ul style="list-style-type: none"> • Develop effective working relationships across the Observatory and work in close liaison with colleagues in External Relations • Demonstrate an excellent, in-depth understanding and awareness of target stakeholder groups in order to determine the most appropriate channel choices 	15%
4	<p>Governance and quality</p> <ul style="list-style-type: none"> • Take professional pride in and responsibility for the quality of the Observatory's communications activities and outputs. • Be an Observatory champion • 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. 	5%
5	<p>Other</p> <ul style="list-style-type: none"> • Any other duties as appropriate to the role. 	

Person specification

	Essential	Desirable
Skills	<ul style="list-style-type: none"> • Proven specialist ability to translate complex data /information into user-friendly content/messages • Ability to work autonomously and liaise effectively with a wide range of diverse stakeholders • Extensive, demonstrable, and proven copy writing skills for multiple channels • Excellent organisational skills with ability to oversee plans and manage tight and conflicting deadlines – highly adaptable and flexible • Excellent content creation and curation skills 	<ul style="list-style-type: none"> • Familiarity with design packages (such as Adobe Creative Cloud)
Knowledge and experience	<ul style="list-style-type: none"> • Experience of developing communications content in an education or research context • Experience of researching and writing timely copy in a fast paced environment • Experience of editing and developing website content in a Content Management System • Experience of writing, designing, and delivering presentations • Experience of project managing the design and production of offline communications • Experience of social media platforms and creating dynamic content • Experience supporting a large project or programme as Communications Lead • Proven knowledge of the principles of good web page 	<ul style="list-style-type: none"> • Working with new digital systems • Working in a large complex organisation • Experience working within the Education sector

	<p>design / content layout Content strategy</p> <ul style="list-style-type: none"> Working under time and results pressure with tight deadlines and changing priorities 	
<p>Qualifications, certification and training (relevant to role)</p>	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Educated to degree level or equivalent Membership of a relevant professional institute
<p>Statutory, legal or special requirements</p>	<ul style="list-style-type: none"> 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



