

JOB DESCRIPTION



Job Title:	Content Marketing Officer
School/Service:	Marketing, Communications & Engagement
Grade:	F
Responsible to:	Senior Digital Media Officer
Responsible for:	Digital Media & Content Assistant - Graduate Placement (Faculty-Based)

Job Purpose:

The Marketing, Communications & Engagement office are looking to appoint an experienced and enthusiastic Content Marketing Officer to join our award-winning digital marketing team.

The purpose of this role is to work specifically alongside the Faculty of Culture and Creative Industries which comprise a vibrant range of subjects housed within ten subject themes – Architecture, Fine Art, Fashion, Design, Journalism, Media, Performance, Language and Global Studies, Law & Criminology, Humanities & Social Sciences.

The Faculty's vision is to produce creative, reflective, work-ready graduates who benefit from our enviable links with industry and world-leading, research-informed teaching. The successful post-holder will be responsible for driving the curation, development and delivery of engaging and customer-focused content marketing activities.

This includes developing a compelling and authentic narrative for the faculty and telling our story through the copywriting of case studies and news stories, video production and editing, copy editing, social media management and content curation across a wide variety of platforms, with a focus and emphasis on digital delivery and rich media.

The successful candidate will be required to work both independently and collaboratively with team members as well as with other colleagues across UCLan to deliver an effective, customer focused digital offering to prospective students, their influencers, staff and other stakeholders.

Main Duties and Responsibilities:

1. Plan, develop and deliver the Faculty content and editorial calendars, liaising with key stakeholders across the University to ensure key events, activities and achievements are highlighted through a COPE approach.
2. To provide effective support in relation to incoming project briefs from the Faculty and oversee the completion of projects across the Marketing, Communications and Engagement team where appropriate and ensuring they are delivered on brand.
3. To supervise the oversee the day-to-day management of the Faculty led social media platforms through effective customer service and content delivery.
4. To supervise, train and inspire the Digital and Social Media Assistant, and to ensure high standards of delivery across the Faculty in regards to social media content.
5. Identify opportunities for increased participation and engagement so as to support wider recruitment and conversion strategies for the Faculty of Culture & Creative Industries.
6. To take the lead in creating video content initiatives, both independently and alongside the Video Production Services team working to tight and immediate deadlines. Expand the FCCI video asset bank so as to support our social media, digital campaigns and website with relevant and fresh digital content.
7. To produce analytics and qualitative reports on activities, traffic volumes and engagement levels and be able to interpret and analyse data effectively, so as to optimise delivery and underpin future planning and continuous improvement.

8. Create effective strategies to raise the profile and inform our audiences of the Faculty's award-winning courses, projects and industry links.
9. Develop and create a range of rich media and content which is authentic and visually engaging – including videos, photos, animations and blog articles, including the development of briefs that the internal studio and other relevant teams can use to deliver graphics and creative that support planned campaigns
10. Support the preparation, curation and dissemination of marketing materials and assist in the publishing of updated website content via the university web CMS.
11. Facilitate regular content planning and idea sessions with stakeholders from the Faculty of Culture and Creative Industries and the Marketing, Communications & Engagement service so as to generate new and innovative ideas for future campaigns and content.
12. To work closely with the Senior Digital Media Officer and Web Team to deliver targeted campaigns and evaluate our campaign analytics.
13. To work closely with colleagues in the PR & Media team and other colleagues as appropriate, to ensure crisis communications and other arising issues which may have reputational impact, are dealt with effectively.
14. To undertake other duties as determined by the Digital Communications Manager and/or Faculty Development leads, including deputising for other areas of the team.
15. To ensure that the integrity of the University brand is upheld and to build affinity to the brand both externally and internally.
16. To contribute to all aspects of the Service's activities and to stand in temporarily for absent colleagues as required.

Signed:

Date:

PERSON SPECIFICATION



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Attributes	Essential	Desirable	Measured By
Work Experience	Sustained marketing experience, including the drafting of creative content, marketing materials and communication planning with an emphasis on both paid and organic digital delivery.	Experience of working within the Higher Education sector or similar. Experience of working across complex digital projects.	Application Form, Interview
Education/Qualifications	Degree in relevant subject area or sustained work experience in digital and social media marketing.		Application Form
Skills/Abilities	<p>Experience of creating and producing engaging content for a variety of platforms – social, web, PR, paid campaigns.</p> <p>Video production and editing skills with the ability to transform an idea into successful and engaging content.</p> <p>Good understanding, technical knowledge and passion for leading social media, and wider digital activities. (eg Facebook, Twitter, YouTube, and Instagram).</p> <p>Evidence of analysis, planning, implementation and analysis of multi-channel campaigns.</p> <p>Ability to project manage and organise resources to deliver against competing priorities and deadlines in a fast paced and dynamic environment.</p> <p>Understanding and appreciation of brand and reputation and how social media supports these functions.</p> <p>Ability and confidence to communicate and present ideas to a wide variety of stakeholders</p>	<p>Experience and knowledge of CMS processes and systems.</p> <p>Track record in creating and managing content and workflows.</p> <p>Ability to create incredible visual content but also ability to write compelling written copy.</p> <p>Working knowledge of Adobe Creative Cloud and HTML.</p> <p>Supervisory or line management experience.</p>	Application Form, Interview, Presentation
Personal Attributes/	Customer-focused with the ability to forge relationships with a wide range of stakeholders.	High attention to detail with a creative flair and innovative approach to content.	Application Form, Interview

Ability to be assertive, tactful and exercise judgement and initiative.

An understanding of and demonstrable commitment to the University's Values of Common Sense, Compassion, Teamwork, Attention to Detail, and Trust as a framework for decisions, actions and behaviours.