

**Job Description**

<b>Job Title:</b>	Digital Content Editor
<b>Salary Band:</b>	Band 3
<b>Working Hours:</b>	Full Time – 37 hours per week

**Overall purpose/accountabilities:**

Focusing on creating, updating and enhancing digital content for the University of Sunderland in London (UoSiL) website and a variety of online and offline channels. Maintain and grow the UoSiL website content to engage visitors, enquirers, applicants, current students and other related audiences, in line with the University's recruitment and marketing strategy.

Deliver and champion excellent customer service to all stakeholders at all times.

**Reporting lines:**

This job reports to the Marketing Manager

**Staff reporting to this job:**

Video Content Producer

Supervising Intern(s) when required

**Main duties:**

Create and publish engaging content for the UoSiL website that is reflective of our brand and is attractive and engaging to its customers. Develop and take ownership of a web content maintenance plan.

Work with the UoSiL Marketing Team to develop content strategy aligned with short-term and long-term marketing targets.

Work with the Marketing team in London and the Digital Content and web teams based in Sunderland to ensure consistency of brand, tone, content and identification of opportunities to enhance the UoSiL website.

Understand and adapt content, and develop plans for the delivery of marketing messages through the following channels: email, social media, SMS, web content, telemarketing scripts, direct mail and any other emerging opportunities.

Edit and proofread content for publications and web/online related materials produced for

accuracy of content and adherence to brand guidelines, style guidelines, communication channel standards; including digital standards and other relevant standards.  
Work with other members of the Marketing team to develop a Content Calendar to ensure digital content is produced for campaigns and scheduled in line with key deadlines along the student journey.

Supporting the Video Content Producer, oversee the delivery and deployment of engaging video and photographic content.

Provide advice to colleagues within the team on style, tone and messaging and on adherence to copyright and other legal requirements as appropriate.

Research and implement search engine optimisation recommendations. Track, report, and analyse website analytics and producing reports when required.

Keep abreast of University facts and figures, USPs, course developments, local and regional information and other key facts to be able to keep the digital content relevant.

Use appropriate information from Market Insights and other internal teams, as well as any other relevant research materials, to plan and effectively target and monitor activity within established priorities.

Represent the UoSIL and deputise for the Marketing Manager as appropriate at events/forums and relevant committees.

Contribute to the development and delivery of team and departmental objectives on a yearly basis.

Supervise and mentor Intern(s) in your area of expertise, when required, ensuring they receive excellent learning and working experience and contribute effectively to the teams' objectives.

Effectively manage all staff and resources, ensuring all policies and procedures with respect of staff recruitment, selection, induction, appraisal, staff development, recognition, performance management and health and safety are adhered to and consistently applied.

Identify and participate in continuous professional development as appropriate.

Promote and encourage the practice of the University's equality and diversity principles in contacts with all staff, students and partners and promote corporate values through all streams of the role.

Commit to the effective delivery of an excellent student experience to all learners.

Any other duties commensurate with the nature of the job, as determined by an appropriate manager.

### **Special factors:**

A flexible approach to work is required with some evening and weekend working required on occasion. The post may involve some UK travel and annual leave may be restricted at certain times of the year to accommodate business needs.

### **Person Specification**

<b>Essential</b>	<b>Qualifications</b>  Educated to degree level or equivalent, or possess significant relevant professional experience within a similar role.
	<b>Experience</b>  Demonstrable experience of best practice and writing appropriate content for a website in a professional capacity.  Proven experience of using a complex Content Management System.  Proven experience of developing graphics and basic animations.  Demonstrable experience of using web analytics tools, such as Google Analytics to inform decision making.
	<b>Skills &amp; Attributes</b>  A strong command of English grammar and language.  Excellent creative and accurate copywriting and editing skills.  Ability to personally create content from concept through to delivery.  Demonstrable understanding of digital marketing and search engine optimisation.  Awareness of the legal aspects of website development, including accessibility and data protection.  Excellent communication and interpersonal skills and the ability to deliver excellent customer service at all times. .  Strong analytical skills with a desire to understand objectives and measure results.  Ability to maintain a positive attitude while working closely with team members and in a fast-paced environment.  Excellent attention to detail.
<b>Desirable</b>	<b>Experience</b>  Experience of managing individuals or teams.  Experience of Web Design and Development and formatting text with HTML.  Experience of writing for a range of marketing materials, including email for

	<p>Customer Relationship Marketing purposes.</p> <p>Experience of working in the higher education sector.</p> <p>Experience of using image manipulation software such as Photoshop.</p>
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**DATE CREATED:** 31 May 2019