University of Sunderland
Role Profile
Part 1

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Job Title:	Digital Content Manager
Reference No:	
Reports to:	Head of Digital Content
Responsible For:	Digital Content on social media accounts, corporate website and 3rd party profiles as well as operational management of the Digital Content team
Grade:	F
Working Hours:	37
Faculty/Service:	External Relations
Location:	Edinburgh Building, City Campus, Sunderland (and remote)
Main Purpose of Role:	The Digital Content Manager reports directly to the Head of Digital Content. The main purpose of the role is to undertake operational content management of the University's external facing website, social media accounts, 3rd party partnerships in support of student recruitment, reputation management and the wider university. This role is responsible for managing the Digital Content team and liaising with internal clients such as faculties and other departments.
Key Responsibilities and Accountabilities:	• Management of compelling written content for the University's external facing website to ensure that it is up to date, reflects the university's brand position, and provides engaging and informative material for a wide range of visitors. • Manage the video producers, taking an active role in the review and editing process and approving drafts for publishing. • Work alongside the Head of Digital Content to implement the Digital Strategy across owned and earned digital channels. • Ensure content compliance with Competition & Markets Authority guidance as well as GDPR, ASA and more. • Contribute to marketing campaigns, working with relevant teams and stakeholders. • Manage a variety of successful digital content channels such as peer to peer recruitment, Virtual Tour, webcasts, ensuring content is regularly updated and improved.

- Work with the Head of Digital Content on proactive opportunities to maximise prospective student engagement.

- Management and creation of compelling content for online channels such as social media and 3rd party University partner sites to ensure that they are up to date, reflects the university's brand position, and provides engaging and informative material for a wide range of visitors.

- Work alongside the student recruitment team and Digital Content Officer to produce and host sector leading online student recruitment events.

- Work alongside the Social Media Co-ordinator to operationally manage The Access Platform and social media channel content.

- Keep up with digital trends and market needs and ensure the digital presence resonates with our wide-ranging audience. Implementing a continuous improvement ethos within the team.

- Creating, reviewing and approving new digital content.

- Ensure analytics and metrics are regularly produced and reviewed with the Head of Digital Content and other stakeholders to understand and improve digital content performance.

- Establish excellent relationship with faculties and services.

- Deputise for the Head of Digital Content where required.

- Manage an institutional SEO strategy for the benefit of student recruitment and other high profile stakeholders.

- Work across External Relations, other services and faculties extensively to ensure the online presence accurately reflects and showcases the university.

- Act as an institutional expert for on-line editorial content and presentation, to include provision of advice and guidance on best practice in digital content and proactive social media content.

- Approve quality assured online content for a wide range of online broadcast channels.

- Manage digital content projects and seek continual improvement.

- Undertake regular reporting for high profile stakeholders whilst analysing website metrics, and make improvements accordingly.

- Manage the creation and dissemination of policy, governance and monitoring for the university's website presence.

	• To undertake and support staff development as appropriate. • All staff across the Service are required to be flexible to support the focus on student recruitment. • All teams will be required to assist and support key recruitment events such as Open Days and Clearing.
Special Circumstances:	Not applicable

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Role Profile
Part 2

Part 2A: Essential and Desirable Criteria

Essential:

Qualifications and Professional Memberships:

- Educated to Degree level or equivalent, or possesses significant relevant professional experience within a similar role
- Professional marketing and/or digital qualification

Experience:

- At least 2 years experience of line management
- Proven experience of managing digital projects across a business on behalf of a senior team
- Experience of analytics and compiling reports for senior management
- Proven experience of working in a large organisation with a distributed web authoring process
- Possess demonstrable experience of working with a complex content management system
- Demonstrable experience of having developed content distribution strategies and search engine optimisation plans
- Experience in working with partners and suppliers
- Experience in working across the organisation with a range of stakeholders

Key Knowledge and Expertise:

- Proficient understanding of up to date web technologies, social media sites and on-line publishing
- Marketing knowledge and expertise
- Significant knowledge and expertise of web protocols in terms of distributed authoring with multiple users
- Knowledge of SEO practices
- Understanding of evolving digital trends
- Proven understanding and awareness of the legal aspects of web development, including accessibility and data protection

Desirable:

Key Knowledge and Expertise:
- Working with or within Higher Education.
- CIM qualification.

Part 2B: Key Competencies

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<tr><td>Competencies are assessed at the interview/selection testing stage</td><td>

Team Development
- Acquires new knowledge and skills and shares learning with others
- Provides constructive feedback to aid the development of other team members and the team as a whole
- Finds ways to improve individual and team performance through learning and development
- Demonstrates the value of learning by being involved in development activities and taking action to meet own needs
- Ensures that projects and incidents are evaluated and that learning from success and mistakes is abstracted and applied

Communication
- Explains complicated matters simply
- Uses a variety of techniques, selected to suit the needs of others and aid understanding
- Checks understanding and re-presents or restructures message to correct any misunderstandings or mistakes
- Summarises and interprets complex, conceptual and special matters to aid others' understanding and aimed at their needs
- Uses appropriate styles and arguments to influence and negotiate satisfactory outcomes
- Monitors understanding of others, develops approach and takes corrective action if required
- Uses a combination of media and styles designed to suit the needs of diverse audiences and aid their understanding
- Adapts approaches in response to reactions from others
- Conveys information of a complex, conceptual and specialist nature using a range of styles and media selected to meet the needs of others
- Presents complex information in formats appropriate to non- specialists without comprising meaning
- Monitors the reactions of others and takes appropriate steps to remedy any miscommunications

Service Delivery
- Seeks ways to improve and adjust current levels of service
- Deals with complaints
- Initiates contact with customers to obtain their reactions and views about future needs

Pastoral Care & Welfare
- Anticipates the need for information, help and advice and organises their provision
- Provides support and help to those in distress
- Accepts responsibility in emergency or distressing situations until help arrives

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	- Adapts procedures within policy limits to address particular situations sensitively and appropriately - Seeks guidance and support when dealing with complex or sensitive issues - Checks that advice or action was helpful, without compromising confidentiality **Planning & Organising Resources** - Identifies ways of achieving objectives that result in service improvement and make better use of resources - Anticipates future demands and develops appropriate plans to meet them **Teamwork & Motivation** - Uses work to develop the team and its members - Spots opportunities for cross team working and partnership - Anticipates difficulties and takes appropriate preventative action - Develops objectives in ways that enable team members to contribute and identify with collective objectives - Finds ways for individuals to achieve their objectives and development plans without compromising the team's priorities - Creates a sense of common purpose
Date Completed:	**December 2021**