

<b>Job Title:</b>	Digital Content Producer
<b>Reference No:</b>	MLR11
<b>Reports to:</b>	Digital Content Manager
<b>Grade:</b>	Grade D
<b>Working Hours:</b>	37
<b>Faculty / Service:</b>	External Relations
<b>Location:</b>	City Campus/Remote – Hybrid working
<b>Main Purpose of Role:</b>	This role reports directly to the Digital Content Manager and will focus on creating, updating and enhancing digital content predominantly for the corporate website. The main purpose of the role is to plan, create and deliver content that engages enquirers, applicants, current students and other related audiences, in line with the University's marketing strategy.
<b>Key Tasks and Responsibilities:</b>	<ul style="list-style-type: none"> <li>• Work across the service and with other internal stakeholders across the university to ensure that digital content is produced and maintained to successfully showcase the university</li> <li>• Build excellent relationships with faculty and services colleagues as directed, fulfilling and proactively identifying content needs</li> <li>• Leading key operational regular marketing and recruitment meetings with senior faculty team members and collaborating on content requirements</li> <li>• Work with the campaigns and CRM teams to produce and publish content for use in integrated marketing campaigns and for CRM communications to prospective students and key audiences</li> <li>• Work alongside the Digital Content Manager and external providers to update and maintain the presence on 3<sup>rd</sup> party websites</li> <li>• Work alongside the social media and video production team to develop and publish content for utilisation across online channels, assisting with video briefs and project management</li> </ul>

	<ul style="list-style-type: none"> <li>• Writing new courses for the website working alongside faculties</li> <li>• Actively manage content for the Virtual Open Day and other platforms</li> <li>• Work with the faculties and key services to ensure content is relevant, personalised and accurate, keeping abreast of University facts and figures, USPs, course developments, City and regional information and other key facts.</li> <li>• Work closely with clients to identify their needs and liaise regularly with them for the delivery of high quality website content including faculties, services, International, Recruitment, Research, B2B and other key stakeholders</li> <li>• Utilise analytics dashboards and translate findings into stakeholder reports including content updates</li> <li>• Work with content management systems on a daily basis</li> <li>• Ensure all content is optimised for SEO and meets accessibility standards</li> <li>• Create and edit web pages as required</li> <li>• Proofread content and make changes where necessary</li> <li>• Work with other web specialists including web developers and designers</li> <li>• Develop and maintain up-to-date knowledge of content production and digital marketing techniques</li> <li>• Offer guidance and advice to web editors across the university</li> <li>• Assist with the digital mailbox as required</li> <li>• Be involved with any other marketing and recruitment duties as required.</li> <li>• Attend key recruitment events both on and off campus for the purpose of promotion and to assist with the overall event as required</li> <li>• Undertake and support staff development as appropriate</li> <li>• All staff across the Service are required to be flexible to support the focus on student recruitment</li> <li>• All teams will be required to assist and support key recruitment events such as Open Days and Clearing.</li> </ul>
<b>Special Circumstances:</b>	Occasional travel and out of hours work will be required

<p><b>Part 2A</b></p> <p><b>Qualifications and Professional Memberships:</b></p> <p><b>Experience:</b></p> <p><b>Key Knowledge and Expertise:</b></p>	<p><b>Essential:</b></p> <p><b>Qualifications and Professional Memberships:</b></p> <ul style="list-style-type: none"> <li>• Educated to Degree level or equivalent, or possess significant relevant professional experience within a similar role.</li> </ul> <p><b>Experience:</b></p> <ul style="list-style-type: none"> <li>• Demonstrable experience of best practice and writing appropriate content for a website in a professional capacity</li> <li>• Experience of working on digital projects</li> <li>• Experience of working across a business with multiple stakeholders</li> <li>• Experience of using a complex Content Management System</li> </ul> <p><b>Key Knowledge and Expertise:</b></p> <ul style="list-style-type: none"> <li>• Demonstrable understanding of search engine optimisation</li> <li>• Awareness of the legal aspects of website development, including accessibility and data protection</li> <li>• Demonstrable understanding of digital marketing and customer experience</li> <li>• Recent experience of implementing SEO techniques</li> <li>• Experience of web analytics tools, such as Google Analytics</li> </ul>
	<p><b>Desirable:</b></p> <p><b>Experience:</b></p> <ul style="list-style-type: none"> <li>• Experience of writing for a range of marketing materials, including email for Customer Relationship Marketing purposes.</li> <li>• Experience of working in the higher education sector.</li> <li>• Experience of developing graphics and basic animations</li> </ul> <p><b>Key Knowledge and Expertise:</b></p> <ul style="list-style-type: none"> <li>• Experience of formatting text with HTML</li> <li>• Experience of using image manipulation software such as Photoshop</li> </ul>

<b>Part 2B Competencies</b>	<p><b>Service Delivery</b></p> <ul style="list-style-type: none"> <li>• Adapts services and systems to meet customers’ needs and identifies ways of improving standards</li> <li>• Learns from complaints and takes action to resolve them</li> <li>• Collates feedback and views from customers and keeps up-to-date with market trends to inform service development and make changes</li> <li>• Actively promotes services</li> </ul>
	<p><b>Communication</b></p> <ul style="list-style-type: none"> <li>• Delivery methods are chosen and tailored to aid understanding and meet the needs of others</li> <li>• Takes action to correct any misunderstandings or mistakes</li> <li>• Checks on recipient’s understanding and takes action to remedy any miscommunications</li> <li>• Adapts style in response to feedback</li> <li>• Anticipates the others’ needs for information</li> <li>• Adjusts the level of content to suit audiences with varying levels of understanding and ability</li> <li>• Provides information in a suitable format so that the others’ needs are met</li> <li>• Uses a range of different formats, chosen to the diverse needs and ensure understanding</li> </ul>
	<p><b>Knowledge &amp; Experience</b></p> <ul style="list-style-type: none"> <li>• Applies knowledge and experience</li> <li>• Shares learning and experience with others</li> <li>• Engages in updating and training activities</li> </ul>
	<p><b>Decision Making Processes &amp; Outcomes</b></p> <ul style="list-style-type: none"> <li>• Considers wider impact of decisions, assesses possible outcomes and their likelihood</li> <li>• Uses judgement to make decisions with limited or ambiguous data and takes account of multiple factors</li> <li>• Distinguishes between the need to make a decision, when to defer and when not to take a decision</li> <li>• Helps others to explore options that initially appear to be inappropriate or unfeasible and recognise when a decision is or is not needed</li> <li>• Ensures that options are weighed, outcomes identified and chances of success considered</li> <li>• Ensures previous learning is included</li> </ul>

	<p><b>Initiative &amp; Problem-solving</b></p> <ul style="list-style-type: none"> <li>• Analyses problems to identify their cause</li> <li>• Takes action to prevent recurrence of problems</li> <li>• Considers possible solutions to identify those which offer wider benefits</li> <li>• Obtains evidence to support intuition</li> </ul>
	<p><b>Analysis &amp; Research</b></p> <ul style="list-style-type: none"> <li>• Identifies and uses a range of sources and types of data</li> <li>• Produces reports that combine different types of data</li> <li>• Selects appropriate methods for data gathering and analysis</li> <li>• Gathers data thoroughly and accurately and subjects it to rigorous analysis</li> <li>• Obtains additional data if required</li> </ul>
<b>Date Completed:</b>	June 2022