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**JOB DESCRIPTION and**

**PERSON SPECIFICATION**

**Job title:** Digital Content Coordinator

**Department:** Student Experience Team

**Starting salary, grade:** Grade A (£24,932 per annum, pro rata)

**Hours of work:** 1 year contract, Part time - 15 hours per week to be worked flexibly

**Responsible to:** Student Experience Manager

**Responsible for:** None

**Purpose of role:**

The Digital Content Coordinator will be responsible for producing and curating high-quality digital content for the effective promotion of the organisation. Reporting to the Student Experience Manager, the role involves developing and executing campaigns, creating visual assets, and capturing events and activities. The Digital Content Coordinator will play a vital role in enhancing the visibility and appeal of the SU.

**Accountabilities:**

The key accountabilities of the post holder will be:

* Creating and capturing high-quality digital content that aligns with the organisation's brand and values.
* Developing and executing digital and on-campus campaigns that support the overall Student Experience Team Plan.
* Supporting our social media plan with creative assets, such as videos, animations, and GIFs.
* Enhancing the organisation's presence in London by capturing events and societies and developing other London-specific promotions as required. Liaising with our London Team and supporting with asset creation.
* Manage the organisation's digital content library, ensuring that it's up-to-date and accessible to all relevant stakeholders.
* Stay up to date with the latest digital content trends and technologies and make recommendations to the Student Experience Manager for their adoption as and where appropriate.

**Responsibilities and Duties:**

* Creating high-quality photography and videography to be used in print and online.
* Developing exciting campaigns linked to on-campus to reach out to students directly.
* Creating animation and videos to enhance our social media presence while producing project files that are well-structured and easy to update.
* Supporting the Senior Graphic Designer with assets when needed.
* Creating a library of assets, capturing SU events and activities, societies, and other student groups.
* Liaise with internal and external stakeholders, including student groups, to develop and produce digital content that meets their specific needs.
* Managing and organising digital assets in a centralised repository.
* Collaborating with the Student Experience team to ensure consistency in messaging and branding.
* Maintaining an up-to-date knowledge of digital media trends and developments, making recommendations to Student Experience Manager/ Communications Coordinator for their adoption where appropriate.
* Building and maintaining relationships with key stakeholders to ensure the successful delivery of campaigns and projects.
* A flexible approach to working will be required with regular out-of-hours work to attend events.
* Liasing with our London team to help coordinate digital campaigns, that increase the visibility and appeal within London.

**Person Specification:**

* Proven experience in creating and producing high-quality digital content, including photography, videography and animations.
* Strong creative skills and experience working with Adobe Creative Suite, including Photoshop, Lightroom, Premier Pro, and After Effects.
* Experience in developing and executing digital campaigns to increase brand awareness and engagement.
* Knowledge of social media platforms and experience in using them to deliver effective campaigns.
* Strong communication and interpersonal skills, with the ability to work collaboratively with other teams and stakeholders.
* Excellent organisational and time-management skills, with the ability to work under pressure and meet tight deadlines, managing multiple projects simultaneously.
* Flexibility, as this role requires working some evenings and weekends.
* A proactive and solution-focused approach, with the ability to work independently and take ownership of projects.
* A passion for digital media and a commitment to staying up to date with the latest trends and developments.

**Health and safety:**

* Understand health and safety legislations and ensure activities are risk assessed and fully compliant.
* Undertake training as and when appropriate.

**Other:**

Any other associated or similar duties that may be necessary as determined by your manager.

**Person Specification:**

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|  | **Essential** | **Desirable** | **Method of assessment** | | | |
| **A** | **I** | **T** | **D** |
| **Qualifications** | | | | | | |
| Relevant degree or equivalent qualification | ✓ |  | ✓ |  | ✓ | ✓ |
| Evidence of ongoing CPD | ✓ |  | ✓ |  |  |  |
| **Experience** | | | | | | |
| Proven experience in creating and producing high-quality digital content – i.e. videography, photography, and animation | ✓ |  | ✓ | ✓ |  | ✓ |
| Experience in developing and executing digital campaigns to increase brand awareness and engagement | ✓ |  | ✓ | ✓ |  |  |
| Managing relationships with a variety of stakeholders | ✓ |  | ✓ | ✓ |  |  |
| Experience in producing content for a range of digital channels and platforms (e.g. website, social media, email) |  | ✓ | ✓ |  |  |  |
| **Skills, Knowledge & Expertise** | | | | | | |
| Strong creative skills with extensive experience of using Adobe Premier Pro/After Effects, Photoshop, and Lightroom in your work | ✓ |  | ✓ | ✓ |  |  |
| Excellent Photography skills | ✓ |  |  | ✓ |  | ✓ |
| Excellent video production skills including filming and editing | ✓ |  |  | ✓ |  | ✓ |
| Knowledge of social media platforms and experience in using them to deliver effective campaigns | ✓ |  | ✓ | ✓ |  |  |
| Ability to communicate clearly and confidently using a range of channels | ✓ |  | ✓ | ✓ |  |  |
| Ability to respond positively to challenging situations and solve problems quickly and creatively on tight deadlines | ✓ |  | ✓ | ✓ |  |  |
| Strong communication and interpersonal skills, with the ability to work collaboratively with other teams and stakeholders | ✓ |  | ✓ | ✓ |  |  |
| Ability to work using your own initiative and taking ownership of projects | ✓ |  |  | ✓ |  |  |
| Comprehensive knowledge of sector |  | ✓ | ✓ |  |  |  |
| Experience in creating and executing event promotions and campaigns |  | ✓ | ✓ |  |  |  |
| Familiarity with website content management systems |  | ✓ | ✓ |  |  |  |
| Good knowledge of Health and Safety law and principles |  | ✓ | ✓ |  |  |  |
| **Values and Behaviours** | | | | | | |
| Demonstrates attention to detail and a commitment to quality | ✓ |  |  | ✓ |  | ✓ |
| A demonstrable commitment to our organisational values | ✓ |  | ✓ |  |  |  |
| Strong commitment to, and understanding of, the principles of equality, diversity and inclusion | ✓ |  | ✓ | ✓ |  |  |
| Comfortable working in a democratic, student-led environment with the ability to empower and build constructive relationships with elected leaders | ✓ |  | ✓ |  |  |  |
| A passion for digital media and commitment to staying up-to-date with the latest trends and developments |  | ✓ |  | ✓ |  |  |
| Ability to take constructive feedback and incorporate it into work |  | ✓ |  | ✓ |  |  |

**Method of assessment**

**\*A = Application Form; I = Interview; T = Test; D = Documentary Evidence**

**Reviewed: January 2025**