

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: Digital Content Officer **Accountable to:** Digital Content Manager

Contract Length: Permanent **Hours per week/FTE:** 21/0.6 **Weeks per year:** 52

Salary: £33,090 – £40,638 per annum (pro-rata) **Grade:** 4

College/Service: CEA **Location:** High Holborn

Purpose of Role

Support teams across the organisation to ensure that content on UAL's digital channels (including website, intranet and any other digital channels as requested) is developed and maintained for target audiences optimised for search and provides an excellent user experience.

Duties and Responsibilities

1. Working as part of the digital team, instigate and edit compelling text-based and visual content for the University's website and intranet alongside other communication channels and activities. Includes regular housekeeping tasks, for example broken link fixing.
2. Work closely with colleges and colleagues (responsible for digital content across the University) to ensure that their web content is kept up to date, concise, customer-focused and accessible to all target audiences.
3. Be the first point of contact for the colleges through a 'digital account manager' role.
4. Handle digital related administration and enquiries through the web support process and web approval process.
5. Deliver the team's digital training programme across the organisation including the content management system, writing for the web, SEO, Google Analytics and administrative support.
6. Ensure adherence to UAL's brand and tone of voice through all digital channels and activities and establish and maintain the highest standards for the University's website, intranet and other digital channels (as requested).
7. Update the content style guide so it follows best practice.
8. Take the lead on specific content initiatives and projects as required by the Digital Content Manager, to deliver a high-quality user experience.
9. Use Google Analytics, Moz, Siteimprove and other tools to inform content development and measure success of content projects.

Other responsibilities

1. Assume other reasonable digital related duties, as necessary, as determined by the Digital Content Manager and Deputy Head of Online Services.
2. To perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University.
3. To undertake health and safety duties and responsibilities appropriate to the role.
4. To work in accordance with the University's Equal Opportunities Policy and the Staff Charter,
5. promoting equality and diversity in your work.
6. To undertake continuous personal and professional development through effective use of the
7. University's Planning, Review and Appraisal scheme and staff development opportunities.
8. To make full use of all information and communication technologies in adherence to data protection
9. policies to meet the requirements of the role and to promote organisational effectiveness.
10. To conduct all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations.

Key Working Relationships:

Student Marketing and Recruitment, Internal Communications, External Relations, web editors (colleges), content coordinators (organisation wide) and Online Estates Services Programme teams.

Specific Management Responsibilities

Budgets: None

Staff: None

Other (e.g. accommodation; equipment): None

Signed _____ Date of last review August 2017

(Recruiting Manager)

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Grade: 4

Person Specification	
Specialist Knowledge/ Qualifications	Relevant qualification, e.g. Degree or equivalent relevant experience creating and editing content for websites and intranets
	Experience of working in a fast-paced digital environment
	Ability to use appropriate levels of IT skills to enable best use of available information and communications as necessary for the post: MS Office, Google Analytics, Moz Digital Marketing software, Siteimprove, XHTML/HTML, extensive use of content management systems, Email Newsletter Software (Mail Chimp or similar), Survey Software, Photoshop.
Relevant Experience	Factoring user needs into the presentation of web content.
	Working in digital team, able to work independently to deadlines
	Editing high quality web content tailored to key target audiences
	Using social media tools such as (but not limited to) Facebook, LinkedIn and Twitter
	User testing techniques and toolsets relating to the web.
	Using enterprise level content management systems.
Communication Skills	Practical use of the principles of collaborative working environments
	Is able to present complex technical information in an informal and attractive manner to non-technical audiences.
Planning and Managing Resources	Is involved in internal or external networks, ensuring that accurate information is passed onto the most appropriate people in a timely fashion to improve working practices
	Plans, prioritises and organises work to achieve deadlines and objectives on time
Teamwork	Works collaboratively in a team and where appropriate across or with different professional groups
Student Experience or Customer Service	Builds and maintains positive relationships with internal customers and suppliers
Creativity, Innovation and Problem Solving	Uses initiative, analytics and creativity to resolve problems which provide the most benefit to the organisation

	Ability to distinguish between the need to make a decision and when to defer, also contributes to the decision making of others by providing relevant information and opinions.
	Ability to establish basic facts by carrying out appropriate enquiries, identifying and using a range of sources and types of data to produce full and accurate reports and or accounts of situations.