

JOB DESCRIPTION	
Job title: Digital Content Manager	Accountable to: Assistant Head of Online Services
Contract length: Permanent	Hours per week: 35 Weeks per year: 52
Salary: £38,010 - £45,603 per annum	Grade: 5
Service: Communication and External Affairs	Location: 5 th floor, 272 High Holborn, WC1V 7EY
<p>What is the purpose of the role?</p> <p>As a member of the Digital team within the Department of Communication and External Affairs, you will lead on the strategic development and management of compelling content across our digital platforms to communicate with and engage the Universities diverse internal and external audiences.</p> <p>You will also manage the members of the digital content team.</p>	
<p>Duties and Responsibilities</p> <p>The Digital Content Manager will advise on a wide range of content for the University's numerous communication channels aimed at both national and international audiences including (but not limited to): the website, digital workspace and social media.</p> <p>The Duties and Responsibilities of the post encompass the following:</p> <ol style="list-style-type: none"> 1. Lead on advising the organisation about compelling text-based, visual and interactive content for the University's website and intranet and how that can integrate with our social media channels. 2. Work with the colleagues across the organisation to support the delivery of the organisation's Content Strategy. 3. Work with colleagues to ensure that teams across the University keep their digital channels up to date, concise, customer focused, SEO and accessible to all internal and external users. 4. Statistical analysis (Google Analytics and Moz) and user testing (working with the UX team) to form the basis of any major content changes on digital channels. 5. Constantly innovate in the creation of digital and web content, to ensure that internal and external audiences receive a high-quality usable and useful digital experience. 6. Manage the Digital Content Officers and other members of the digital content team as required. 7. Lead on developing and managing multiple training courses within the organisation, including but not limited to CMS training, best practice digital content creation, SEO, Google Analytics etc. 8. Lead on specific content strands in web, digital workspace and digital initiatives as required by the Assistant Head of Online Services. 9. Assume other reasonable communication-related duties, as necessary, as determined by the Assistant Head of Online Services. 10. Undertake health and safety duties and responsibilities appropriate to the role. 11. Work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work. 12. Undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and 	

staff development opportunities.

13. Make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness.
14. Conduct all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations

Other Conditions

As a senior member of the University the following applies:

- You are expected to work such hours as are reasonably necessary to fulfil the duties and responsibilities of the role.
- You may be required to work such additional/different hours as may from time to time be necessary for the proper and efficient discharge of duties which may include evenings, Saturdays, Sundays and bank holidays.
- You may be required to regularly travel to other sites as necessary.

General

- Assume other reasonable duties consistent with your role, as determined xxx, which may be assigned to you anywhere within the University.
- Undertake health and safety duties and responsibilities appropriate to the role.
- Work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.
- Undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities.
- Make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness.
- Conduct all financial matters associated with the role accordance to the University's policies and procedures, as laid down in the Financial Regulations.
- To personally contribute towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022)

Key Working Relationships

Other teams in the Department of Communication and External Affairs; Marketing and Student Recruitment team, Departments across Services; College Communication and Marketing Teams; College Web Managers.

Specific Management Responsibilities

Budgets: Zero

Staff: 4 permanent staff

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

Last updated: 15/1/19

PERSON SPECIFICATION

Specialist Knowledge/Qualifications	<ul style="list-style-type: none">• Relevant qualification, e.g. Degree or equivalent relevant experience• Experience of working in a fast paced digital environment• Appropriate IT skills to enable best use of available information and communications as necessary for the post: MS Office, Google Analytics, Moz Digital Marketing software, XHTML/HTML, CMS, Email Newsletter Software (Mail Chimp or similar), Survey Software, Photoshop
Relevant Experience	<ul style="list-style-type: none">• Work as digital content manager, and is able to work independently without direct supervision• Demonstrated experience of writing for web, editing and re-purposing content for websites• Managing a content team of permanent and contract staff• Project management and working in an Agile project environment
Communication Skills	<ul style="list-style-type: none">• Communicates effectively orally and in writing adapting the message for a diverse audience in an inclusive and accessible way• Attention to detail, to ensure that accurate information is passed onto the most appropriate people in a timely fashion to improve working practices• Gets involved in internal or external networks to pursue a shared interest and contribute to building and strengthening working relationships, sharing information and ideas to help others develop their practice/area of work• Ability to adapt services and systems to meet customers' needs and identify ways of improving standards and actively promoting the service.• Ability to liaise with senior stakeholders to advise on content best practice.
Leadership and Management	<ul style="list-style-type: none">• Motivates and leads a team effectively, setting clear objectives to manage performance• Proven ability as a team leader and manager, to ensure appropriate resources and support are available to enable the team and individual members to achieve their objectives• Ability to clarify, plan and prioritise own work

	<p>and that of the team, to achieve objectives to the standards expected, including proactively working with others to achieve personal and team/service area objectives</p> <ul style="list-style-type: none"> • Ability to ensure that all team members understand what is expected of them, delegating work fairly and according, monitoring progress through appraisal/probation and dealing with any difficulties arising
Student experience or customer service	<ul style="list-style-type: none"> • Builds and maintains positive relationships with internal customers and suppliers • Puts the user at the centre of each decision
Planning and Managing Resources	<ul style="list-style-type: none"> • Plans, prioritises and manages resources effectively to achieve long term objectives
Teamwork	<ul style="list-style-type: none"> • Works collaboratively in a team and where appropriate across or with different professional groups. • Experience of dealing with difficult situations or confidential matters according to policy and procedures, referring to others where necessary and appropriate • Ability to undertake health and safety duties and responsibilities appropriate to the post. • Willing to commit to the University's Equal Opportunities Policy together with an understanding of how it operates within the responsibilities of the post
Creativity, Innovation and Problem Solving	<ul style="list-style-type: none"> • Suggests practical solutions to new or unique problems • Able to distinguish between the need to make a decision and when to defer. Also to contribute to decision making by providing relevant information and opinions • Able 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

Please make sure you provide evidence to demonstrate clearly how you meet these criteria, **which are all essential unless marked otherwise**. Shortlisting will be based on your responses.

Last updated: 15/1/19