university
of the arts
london

london college
of fashion

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JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: Digital Communications Co-ordinator	**Accountable to**: Media & Communications Manager
Contract Length: Permanent	**Hours per week/FTE**: 35 **Weeks per year**: AYR
Salary: £34,326 pa	**Grade**: 4
College/Service: London College of Fashion	**Location**: John Princes Street, London, W1G 0BJ

Purpose of Role:

As a member of the Internal and External Relations department within London College of Fashion, you will provide a professional, user-focused digital service to college internal and external stakeholders, by creating digital solutions for the brand, including planning and creation of content, researching, facilitating, disseminating and tracking users across our digital channels in order to enhance prospective student engagement and engagement with our other key audiences (industry, research, general public, current students). You'll be responsible for maintaining and developing the College's web environment to support the delivery of the web strategy, as well as assisting department managers with reporting and evaluating web content and attending project groups and meetings on behalf of Head of Communications as necessary. You will represent the LCF brand during UAL's ongoing online estates services projects process, including contributing solutions and jointly developing solutions and ensuring that LCF's brand and user objectives are met and support specific web content and information architecture projects with the Digital team at University of the Arts London and College stakeholders.

You will report to the Media & Communications manager, working closely with the Brand Manager and Director of Internal and External Relations for brand and business needs, whilst working with the digital team and developers at University of the Arts London to develop the web environment.

Duties and Responsibilities:

- To provide a specialist first line-advisory and information service for different groups around the college regarding their website needs, giving support and guidance on the application of all relevant university policies and procedures, including the provision of regular on site surgeries and/or briefing sessions, as well as building and maintaining web and microsites when there is a business case to do so.

- To lead on, build and manage the College's family of websites, mainly www.arts.ac.uk/fashion but also including blogs, digital communications channels such as digital screens, news and events listings and microsites, making major impact decisions around the structure, creation and publishing of content, based on user needs, brand expectations and institutional objectives and ensuring content is up to date, customer focused and accessible to all internal and external users.

- To independently build microsites for LCF business needs, in adherence, and with a clear understanding of, UAL brand guidelines, advising on content to fulfil recruitment needs and brand building.

- To actively contribute to achieving IER objectives such as student recruitment and fundraising by identifying digital content needs and working with colleagues to plan, write and place content to achieve these goals.

- To work closely with, and advise, the Head of Communications and Media and Communications Manager as well as the Communications Team more widely, the Internal and External Relations team and the University Web Team to support the delivery of the web strategy and development,

ensuring that it reflects and complements the activities taking place within the College whilst also meeting user needs.

- To create and commission compelling text-based, visual and audio content for the College's website and other communication products and activities, with specific attention to student recruitment, alumni relations, news, events and other community-building and marketing information. This will include creating editorial content, such as interviewing students and alumni.

- To represent LCF and contribute to University of the Arts London Digital and Online Estates Service Programme projects such as website redesign, portfolio tools and intranet, including representation on project boards. To advise Head of Communications on the best outcomes for the College.

- To manage specialist support staff where required, including induction, probabtion, 1:1 meetings and appraisal as approraite

- To work with the UAL Digital team, as the sole College representative, in advising on the design and implementing the build of new pages, templates, micro-sites, forms, galleries, widgets and other elements to enhance the effectiveness and currency of the college's family of websites, ensuring adherence to the College brand across all platforms.

- With the UAL funding team and Internal and External Relations Projects Co-ordinator to co-ordinate and manage information regarding College scholarships on the website, and the communication of these.

- With the alumni officer and communications team colleagues, to manage alumni profiles on the website, creating a content strategy and information architecture for this area.

- To advise College stakeholders and University of the Arts London Digital team on content maintenance requirements for the College website and to implement those changes.

- To develop and maintain effective bespoke reporting and monitoring strategies, using statistical information and interpretation to contribute to web and SEO strategies.

- To instigate and manage opportunities to communicate orally with students via student facing surveys and user testing.

- To seek partnership opportunities and project manage digital brand partnerships including pitching to target organisations, securing contracts, agreeing deliverables, building content platforms and instructing the communications team on implementing the partnership activity.

- To advise on, and offer web solutions to, communications, student recruitment and other staff across the College based on an in-depth understanding of their work and the College's business objectives, and communicate website development and digital activity back to LCF senior staff.

- To provide consultancy for writing for the web best practice and brand tone across the college, presenting digital strategies and current trends to academic and senior staff, as well as CMS advice to colleagues across the College.

- To lead on College, and input into, University-wide communications planning and initiatives related to the web, and to participate in planning and information sharing meetings with UAL and other College web teams.

- To stay up to date with web technologies and maintain an awareness of current digital trends in

both the higher education sector and a broader range of industries and to use this knowledge to innovate and identify new digital opportunities.

- To perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University.

- To undertake health and safety duties and responsibilities appropriate to the role

- To work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work

- To 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

- To 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

- 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

- 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: Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.
- Internal and External Relations Managers
- University of the Arts London Digital Team
- Other college web managers/coordinators

Specific Management Responsibilities

Budgets: N/A

Staff: Yes as appropraite

Other: N/A

Signed _____ Date of last review _____
       (Recruiting Manager)

Job Title: **Grade:**   **4**

Person Specification	
Specialist Knowledge/ Qualifications	Specialist knowledge of online communications environments including content management systems, web platforms and web architecture Basic understanding of HTML coding is desirable Detailed understanding of writing for web is essential Detailed understanding of SEO (search engine optimisation) is essential Relevant degree in communications is desirable An interest in fashion or art and design is desirable
Relevant Experience	Experience of managing web environments for complex organisations is essential Previous experience within an advisory role in digital communications is desirable Experience of writing and commissioning content is essential Experience in project management and partnership management is desirable Experience of managing web analytics for multi-purpose reporting research and reporting is essential
Communication Skills	Communicates effectively orally, in writing and/or using visual media.
Leadership and Management	Motivates and leads a team effectively, setting clear objectives to manage performance
Professional Practice	Contributes to advancing professional practice/research or scholarly activity in own

	area of specialism
Planning and Managing Resources	Plans, prioritises and organises work to achieve 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 students or customers
Creativity, Innovation and Problem Solving	Uses initiative or creativity to resolve problems

The application form sets out a number of competence questions related to some of the following selection criteria. Shortlisting will be based on your responses to these questions. Please make sure you provide evidence to demonstrate clearly how you meet these criteria

Last updated: