ual:

Job description	
Job Title: Digital Content Officer - Showcasing	**Accountable to**: Senior Digital Content Manager
Contract Length: Fixed term (12 months)	**Hours per week/FTE**: 17.5 **Weeks per year**: 52
Salary: £30,777 - £37,468 (pro rata) per annum	**Grade**: 3
College/Service: Digital and Technology	**Location**: UAL Various Locations

Purpose of Role:
We are looking for a Digital Content Officer to support the Internal and External Relations team with UAL's online showcasing activities.

You will be enthusiastic and knowledgeable about a range of digital platforms. Your remit will include reviewing and editing student content for our Graduate Showcase and Portfolio websites, therefore a keen eye for detail and strong copywriting skills are a must.

A confident communicator, you will be able to build positive relationships with students, course leaders and colleagues across UAL. You will also assist colleagues with using the content management system (CMS).

Each of the four roles will focus on a different College, but you will work together to share best practice and support one another during busy periods.

You will have a strong interest in the creative industries and an enthusiasm to support the career progression and ongoing success of UAL's graduates.

Duties and Responsibilities
- Introduce and develop positive working relationships with course teams to ensure engagement with our Graduate Showcase and Portfolio platforms.
- Assist the Senior Digital Content Manager to support a Quality Assurance (QA) team of temps to edit and publish student profiles to the graduate platform.
- Support temps, academics and other colleagues with using the CMS (Contentful).
- Design and build web pages, including course pages and curated collections.
- Build links between Graduate Showcase and the arts.ac.uk website.
- Contribute to monthly reports about Graduate Showcase, review data and research 'success stories' to enhance understanding and participation.
- Assist with the QA inbox to communicate and support students: supporting best practice around the presentation of work, accessibility and user experience.
- Support internal and external stakeholders with the process of selecting works for curated collections.
- Support the Head of Online Showcasing with the redevelopment of UAL's Portfolio website.
- Create and maintain an image library to help archive student work from previous years.
- Support the College web team with updates to the arts.ac.uk website.
- Support other UAL Colleges as required.

Other responsibilities
- 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 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.

Key Working Relationships:

Reporting to:
You will be managed by your assigned College but will have a dotted line to (and regular meetings with) the central UAL Head of Online Showcasing.

Internal and External Relations
- External relations
- Events colleagues
- Internal communications

Wider teams
- Head of Online Showcasing
- Online Showcasing Executive
- UAL Digital Team
- Digital Content Officers in other Colleges
- Course leaders
- Student marketing and recruitment
- Arts Temps (UAL's temping agency, employing our students)

Specific Management Responsibilities

Budgets: None
Staff: None.
Other: None

Person Specification

Communication Skills	Communicates effectively orally, in writing and/or using visual media
Leadership and Management	Supervises and motivates individuals or a team effectively, setting clear objectives to manage performance
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	Provides a positive and responsive student or customer service
Creativity, Innovation and Problem Solving	Uses initiative or creativity to resolve problems

Specialist knowledge/qualifications
- A relevant qualification, such as a degree or equivalent relevant experience creating and editing content for websites and intranets.
- Extensive experience of using a content management system (CMS).
- Excellent IT skills and ability to use and adopt a range of software, including: MS Office, Google Analytics, HTML, email newsletter software (Mail Chimp or similar), survey software (JISC, MS Forms and similar), Photoshop and other Adobe editing software, online forms software.
- Understanding of a variety of creative disciplines and their unique priorities and challenges.

Relevant experience
- Experience of working on relevant projects (e.g. exhibitions, websites, events or campaigns).
- Experience of working in the Higher Education and/or creative sector.
- Creating, designing and editing user-focused content, including text, videos and social media posts.
- Has worked collaboratively with diverse stakeholders across a complicated organisation (desirable).

Communication skills, Creativity, innovation and problem solving
- Excellent writing and editing skills with an eye for detail. Ability to translate complex content clearly into plain English and user-focused design.
- Communicates effectively and persuasively to a diverse range of colleagues and stakeholders.

Planning and managing resources
- Plans, prioritises and organises work to meet objectives on time.

Teamwork, Student experience and customer service
- Work with colleagues and stakeholders across UAL.
- Build and maintain positive working relationships with internal customers and suppliers.