university of the arts london

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JOB DESCRIPTION

Job Title:
Social Media and Digital Content Coordinator   **Accountable to**: Content Producer

Contract length: Permanent   **Hours per week/FTE**: 35   **Weeks per year**: 52
Salary: £31,777 - £38,468   **Grade**: 3

College/Service: London College of Communication   **Location:** Elephant and Castle

Purpose of Role:

London College of Communication is a pioneering world leader in creative communications education. We nurture and develop the critical, creative, and technical excellence needed to discover new possibilities and practices in creative communications, through a diverse, world-leading community of teaching, research and partnerships with industry. Plans for the College include a cutting-edge new building that will allow us to explore our approach to learning and teaching, engaging with our communities, and contribution to the wider creative and cultural landscape.

The purpose of this role is to coordinate and deliver creative social media and digital content (creating, publishing, editing and copywriting) across London College of Communication's online environment. The activities will support the College strategy with the aim of engaging students, staff, graduates and our external communities, raising the profile of the College, developing our brand, and enhancing our reach and reputation.

Duties and Responsibilities

Principle responsibilities
- Coordinate online publishing for London College of Communication and manage the day-to-day running of the College social media channels - ensuring content is user-focused, accessible and engaging for our target audiences.
- Create and edit compelling visual and text based content for the College website and other digital platforms.
- Maintain a high standard of factual and editorial accuracy across social media channels, the website and other LCC digital platforms to ensure best practice of web publishing standards.
- Maintain the team content calendar to track outputs being delivered throughout the day to the College social media channels.
- Work closely with College departments and academic course teams to ensure their web and social content is up to date, concise, audience-focused and accessible to target audiences.
- Be fully versed in the functionality of the University's content management system Squiz Matrix , with an understanding of the scope for building new webpages and publishing accessible content.
- Maintain regular website housekeeping tasks; fixing broken links, tagging and related links.
- Ensure adherence to the University and College brand and tone of voice through all social and digital channels to maintain the highest standard of content curation and clarity.
- Work collaboratively as part of the Content Team – helping with development and delivery of team projects.
- To work closely and collaboratively with the Marketing, Internal Communications, External

Relations and Graduate Engagement teams to align recruitment and publicity activities with social media channels and the website.
- Work closely with College departments to help research areas of online community growth for College audiences.
- Work in close cooperation and collaboration with the UAL Digital team, UAL Communications and External Affairs team and UAL Brand team.
- Share digital copywriting, channel advice and specialist knowledge with the wider Internal and External Relations team and relevant College teams to help develop an understanding of digital content management.

Auditing, evaluating and reporting

- Carry out regular analytics reporting using Google Analytics, Siteimprove and social media management tools, highlighting the success, effectiveness or trends in stats to make improvements to digital content.
- Test and review keywords and SEO to help inform the development of content for new and reapproved courses.
- Monitor and optimise digital campaigns to ensure high performance rates and excellent user experience across website and social media.

Departmental ways of working

- To act as a brand champion for London College of Communication.
- To work with and support the Marketing, Internal and External Relations, Exhibition and Events, and Graduate Engagement teams as appropriate.
- To work closely with colleagues across the College, including academic and admin staff, to foster a positive culture of collaboration.
- To develop effective working relationships with digital and communications colleagues across the University and the other Colleges.

Other responsibilities

- 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 contribute towards reducing UAL's impact on the environment and to our efforts to become an anti-racist institution.
- 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.

Key Working Relationships: Managers and other staff and external partners and suppliers etc.; with whom regular contact is required:

- LCC Content Team
- LCC Internal and External Relations Department
- Business and Innovation Department
- Student Marketing and Recruitment Department
- Academic, research and technical colleagues across the College and UAL
- LCC Information Centre
- LCC Quality and Admissions Teams
- UAL Digital Team and Web Managers / Coordinators at the other Colleges
- UAL Communications and External Affairs team
- Other staff, external partners and suppliers etc. with whom regular contact is required.

Specific Management Responsibilities

Budgets: Not applicable

Staff: Not applicable

Other (e.g. accommodation; equipment):

HERA Ref LCC-2015-19

Signed _____ Date of last review _____
_____
(Recruiting Manager)

Job Title: Digital Content Coordinator   Grade: 3

Person Specification	
Specialist Knowledge/ Qualifications	• Relevant creative or communications degree or professional experience. • Understanding and awareness of design and visual imagery and its appropriate usage when publishing digital content. • Ability to adapt content from stakeholders, editing the style, tone and suitability for online audiences. • Understanding of how to craft effective messaging for social media platforms and schedule content (Instagram, TikTok, LinkedIn, YouTube, Facebook, Twitter etc.) in a clear, consistent and engaging way for existing audiences. • Up to date with web technologies and current social media and digital trends, both in the Higher Education sector and creative industries.
• Relevant Experience	• Significant relevant experience of working with social content and web technologies. • Demonstrates experience in writing and editing creative content for digital channels. • Experience and understanding of different Content Management Systems (Squiz Matrix, WordPress etc) • Demonstrative knowledge of Photoshop, InDesign, Premiere Pro or other Adobe editing software. • Experience of using tools such as Google Analytics and social media management software (Hootsuite, Sprout Social etc.) for reporting online traffic and performance. • Excellent copywriting skills and ability to tailor copy for various target audiences. • Experience of Search Engine Optimisation (SEO), knowledge of accessibility standards and ability to optimise content.
Communication Skills	• Communicates effectively orally, in writing and/or using visual media. • Can communicate technical information in an informal and accessible manner to a wide range of staff with varying IT or digital abilities.
Planning and Managing resources	• Ability to plan, prioritise and organise work to achieve objectives on time.
Teamwork	• Can work 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 own initiative and creativity to resolve proactively resolve problems.