

Job Title: Digital Content Producer

Accountable to: Senior Digital Content Manager

Contract length: One Year Fixed Term

Hours per week/FTE: 35

Weeks per year: 52

Salary: £33,653 - £41,329

Grade: 4

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. Future 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 develop, manage and deliver creative digital content, in a range of formats (film, sound, moving-image, experiential) across London College of Communication's online environment, to engage our communities; raise the profile of the College, further develop our brand and enhance our strong global reputation.

Duties and Responsibilities

Principle responsibilities

- To develop, manage and deliver content for a wide range of digital platforms and channels, including the website, social media and blogs – ensuring content is user-focused, accessible and engaging for our target audiences.
- To work with the Senior Digital Content Manager to produce compelling digital-first visual, film (short and long form), audio (podcasts) and interactive content (animations, infographics) for core and campaign projects and coordinate integration with the College's digital channels in order to drive traffic and grow the College's active digital community.
- Coordinate project scoping, writing of briefs and proposals for filming or digital campaigns, liaising with relevant teams to ensure all areas of the scope are covered and agreed.
- To support the Senior Digital Content Manager in the delivery of large and complex digital projects as well as small to mid-size digital projects concurrently.
- To commission and liaise with designers, photographers and film makers as appropriate in order to generate high quality content in line with our brand.
- To support the Senior Digital Content Manager on developing an approach for monthly engagement digital-first content plans across the team, both core and campaign, and feed into a 12-month, top-level engagement strategy.
- Oversee the management of the team content calendar to track all output being delivered throughout the day to the College social media channels.
- Work closely with the Digital Content Coordinators to organise reports (using Google Analytics, Moz, and other social media monitoring tools) and advise recommendations of changes to content based on analytics and user behaviour.
- Keep abreast of digital content trends, technologies, tools, platforms and key influencers that can help to innovate content, drive reach and engagement with College audiences.
- To maximise promotional content creation opportunities to proactively raise the profile of London College of Communication, working collaboratively with the Marketing, External Relations and Events and Exhibitions teams.
- Develop and maintain strong relationships with key suppliers: filmmakers, photographers, production houses, external digital and media providers and specialist freelancers.
- Develop and maintain an ongoing 'digital production toolkit' with key information such as preferred suppliers, shortlists of freelancers, checklists for typical production deliverables and key contacts for third party digital agencies or suppliers.

- To represent London College of Communication at relevant internal and external profile events including Launch Nights, working with the Digital Content Coordinators and relevant teams to plan social media activity and scope out opportunities for content creation.
- To work closely and collaboratively with the LCC Internal Communications Team, UAL Digital Team and UAL Communications and External Affairs team to align digital content activities with the UAL website, social media channels and blogs.

Operations and Management

- To line manage and develop the Digital Content Coordinators in line with University policies and procedures, instilling a positive team culture and proactive approach.
- To manage and organise ArtsTemps involvement in content creation activities and profile events as required, including briefing students on specific roles/responsibilities and handling payments.
- To routinely monitor digital content budgets, run financial reports and contribute to monthly budget monitoring meetings.
- To raise purchase orders and process payments from the digital content budget.
- To proactively review and evaluate digital activities, including the compilation and analysis of data to provide reports and insights into audience and performance.

Departmental ways of working

- To work with the Senior Digital Content Manager to embed a new agile working approach across the team, focusing on four key areas: environment, structure, process and attitude.
- To contribute to Department wide sprint campaigns delivering the fast turnaround of specific outputs that are measurable and time sensitive.
- To take an evidence based approach to all areas, developing effective analytics and reporting tools.
- To act as a brand champion for London College of Communication.
- To work towards a fully integrated agile team across the wider Department, Business and Innovation tem, UAL Digital Team and UAL Development team to manage effective planning so campaigns are scheduled in partnership and encourage team members to work together or share best practice when appropriate.
- To work with and support the IER Marketing, External Relations and Events and Exhibitions teams as appropriate.
- To work closely with colleagues across the College, including academic and admin staff, taking a joined-up approach to producing digital content and foster a positive culture of collaboration.
- To develop effective working relationships with colleagues across the University and the other Colleges.

General Responsibilities

- To represent London College of Communication at relevant external profile events.
- To undertake some late evening and occasional weekend work.
- To perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University.
- 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 undertake health and safety duties and responsibilities appropriate to the role.
- 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 work in accordance with the university's Equal Opportunity Policy and the Staff Charter, promoting equality and diversity in your work.
- 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 Internal and External Relations Department
- The College Management Team
- Business and Innovation Team
- Academic, research and technical colleagues across the College and UAL
- Human Resources
- The College Information Centre
- LCC Quality and Admissions Teams
- The UAL Digital Team and Web Managers / Coordinators at the other Colleges
- The UAL Communications and External Affairs team
- Other staff, external partners and suppliers etc. with whom regular contact is required.

Specific Management Responsibilities

Budgets: Yes

Staff: Digital Content Coordinators

Other (e.g. accommodation; equipment):

Person Specification

Specialist Knowledge/ Qualifications	<ul style="list-style-type: none">• Relevant digital communications or marketing qualification (degree or professional experience)• Up to date with web technologies and current digital trends, both the Higher Education sector and creative industries.• Knowledge of commissioning digital content, moving image or interactions for websites, social media channels and blogs.• Knowledge of drafting project briefs, liaising with filmmakers and specialist freelancers to deliver digital assets for multiple content channels.• Understanding of how to craft effective messaging for websites, blogs and social media platforms (such as Facebook, Twitter, Instagram, YouTube etc.)• Understanding of how to produce creative content for young audiences and maintain innovation within a digital space.
Relevant Experience	<ul style="list-style-type: none">• Significant relevant experience of working with web content and web technologies.• Demonstrates experience of planning, implementing and editing effective content for digital channels.• Experience and understanding of different Content Management Systems (LCC uses Terminal Four, Squiz Matrix and Wordpress)• Demonstrative knowledge of Photoshop or video editing software.• Demonstrates experience of using software such as Google Analytics, Moz or social media management tools for reporting digital content performance.• Excellent copywriting skills and writing copy for the web tailored to target audiences.• Ability to exercise editorial skills and judgement to produce high quality digital content• Experience of the education or not-for-profit sector.• Experience of working both independently and collaboratively.• Experience of working collaboratively with communication and/or academic colleagues.• Experience of line management.• Experience of budget and resource management.
Communication Skills	<p>Communicates effectively orally, in writing and/or using visual media.</p> <p>Is able to present complex technical information in an informal and attractive manner to a wide range of staff with varying IT or</p>

	digital abilities.
Leadership and Management	Supervises and motivates individuals or a team effectively, setting clear objectives to manage performance
Planning and Managing resources	Ability to plan, prioritises and organises work to achieve objectives on time
Teamwork	Works collaboratively in a team and where appropriate across both internal UAL departments, external providers and with different professional groups/bodies
Student Experience or Customer Service	Provides exceptional student or customer service and a proactive response to problem solving
Creativity, Innovation and Problem Solving	Uses own initiative and/or creativity to resolve proactively resolve problems

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