

JOB DESCRIPTION

Job Title: Digital Content Coordinator

Accountable to: Digital Content Producer

Contract length: One year fixed term

Hours per week/FTE: 35

Weeks per year: 52

Salary: £28,274 - £34,515

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. 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 coordinate and deliver creative digital content (publishing, editing and copywriting) across London College of Communication's online environment. The activities will support the realignment strategy with the aim of engaging staff, students, graduates and our external communities; raising the profile of the College, developing our brand and enhancing our positive 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 and blogs - ensuring content is user-focused, accessible and engaging for our target audiences.
- Write and edit compelling text-based and visual content for the College website and support content creation on other digital platforms including intranet.
- Maintain a high standard of factual and editorial accuracy across the website and LCC digital environment to ensure best practice of web publishing standards.
- Maintain the team content calendar to track outputs being delivered throughout the day to the College blog and social media channels.
- Work closely with College departments and course teams to ensure their web content is up to date, concise, customer-focused and accessible to all target audiences.
- Maintain regular online housekeeping tasks; fixing broken links, tagging and related links.
- Be fully versed in the functionality of the University's content management systems such as (Squiz) Matrix and Wordpress, with an understanding of scope for building new pages and developing accessible interfaces.
- Ensure adherence to the University and College brand and tone of voice through all digital channels and online activities to maintain the highest standard of content curation and clarity.
- To work closely and collaboratively with the Marketing team and External Relations team to align recruitment and publicity activities with the website, social media channels and blog.
- Work closely with the wider IER team and relevant College teams to help research areas of growth and (where appropriate) attend industry events and meetups target to College audiences.

- Work in close cooperation and collaboration with the UAL Digital team and other College Web Managers.
- 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

- Work under the supervision of the Digital Content Producer to carry out regular analytics reporting (using Google Analytics, MOZ, Siteimprove and other social media management tools) highlighting the success, effectiveness or trends in stats in order to make improvements to digital content.
- Test and review keyword and SEO research to help inform the development of content for new and revalidated courses.
- Monitor and optimise digital campaigns to ensure high performance rates and excellent user experience across website, social media, email and display activity.

Departmental ways of working

- To work with the Digital Content Producer to embed a new agile working approach across the team, focusing on four key areas: environment, structure, process and attitude.
- To deliver core output for external relations activities and brand.
- 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 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 communications and foster a positive culture of collaboration.
- To develop effective working relationships with digital colleagues across the University and the other Colleges.

Other 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
- Business and Innovation Team
- Academic, research and technical colleagues across the College and UAL
- The College 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)

Person Specification	
Specialist Knowledge/ Qualifications	<ul style="list-style-type: none"> • Relevant digital communications or marketing qualification (degree or professional experience) • Understanding and awareness of design and visual imagery and its appropriate usage when publishing digital content. • Ability adapt content from stakeholders, editing the style, tone and suitability for online audiences. • Understanding of how to craft effective messaging for social media platforms (such as Facebook, Twitter, Instagram etc.) YouTube, email communications in a clear, consistent and engaging way for existing audiences. • Up to date with web technologies and current digital trends, both in the Higher Education sector and creative industries.
Relevant Experience	<ul style="list-style-type: none"> • Significant relevant experience of working with web content and web technologies. • Demonstrates experience in writing and editing creative 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 other editing software. • Demonstrates experience of using tool such as Google Analyitcs Moz and social media management software to for reporting online traffic and performance. • Excellent copywriting skills and writing copy for the web tailored to target audiences. • Experience of Search Engine Optimisation (SEO), accessibility standards and optimising content (copy, keywords and metadata) to improve search rankings.
Communication Skills	<p>Communicates effectively orally, in writing and/or using visual media.</p> <p>Is able to communicate technical information in an informal and attractive manner to a wide range of staff with varying IT or digital abilities.</p>
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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