**university
of the arts
london**

Job Title: Content Producer

Accountable to: Content Manager

Contract length: Permanent

Hours per week/FTE: 35   **Weeks per year**: 52

Salary: £37,532 - £45,865

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 work with Content Manager to develop, produce and deliver a range of content, including film, audio, graphic, moving image, print and experiential, across London College of Communication's online environment. Content created as part of this role will 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, produce and deliver content for a wide range of digital platforms and channels, including the website, Instagram, YouTube, LinkedIn, TikTok, Facebook and Twitter – ensuring content is user-focused, accessible and engaging for our target audiences.
- To work with the Content Manager, and other members of the Content Team to produce compelling content including short and long form film, podcasts, photography, graphic design and animation for core and campaign projects.
- Coordinate content publishing and integration with the College's digital channels in order to drive traffic, increase engagement and grow the College's active digital community.
- Work closely with Digital Content Coordinators to oversee the College's social media channels, helping the Content Manager shape the social media strategy and develop new content plans.
- Coordinate project scoping, drafting briefs and proposals for filming, graphic design, photography, audio, print or digital campaigns, liaising with relevant teams to ensure all areas of the scope are covered and agreed.
- To support the Content Manager in the delivery of large and complex content projects as well as small to mid-size 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 Content Manager on developing a core and campaign content strategy and plans.
- 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 Production Coordinator and Digital Content Coordinators to create content reports (using Google Analytics and other in-built social media monitoring and reporting tools) and advise recommendations of changes to content based on analytics and user behaviour.
- Keep up to date with 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 Student Marketing and Recruitment, Communications, Graduate Futures 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.
- To work closely and collaboratively with the LCC Communications Team, UAL Digital Team and UAL Communications and External Affairs team to align digital content activities with the UAL website and social media channels.

Job Title: Digital Content Producer   Grade: 4

Person Specification	
Specialist Knowledge/ Qualifications	• 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 and social media channels. • Knowledge of drafting project briefs, liaising with filmmakers, photographers, designers and specialist freelancers to deliver assets for multiple content channels. • Understanding of how to craft effective messaging for websites and social media platforms (such as TikTok, Instagram, Facebook, Twitter, YouTube, LinkedIn etc.) • Understanding of how to produce creative content for young audiences and maintain innovation within a digital space.
Relevant Experience	• Significant relevant experience of working with web content and web technologies. • Demonstrates experience of planning, producing and editing effective content for digital channels. • Experience and understanding of different Content Management Systems (LCC Squiz Matrix). • Demonstrative knowledge of Premiere Pro, Photoshop, InDesign and other Adobe editing software. • Demonstrates experience of using Google Analytics and other 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	Communicates effectively orally, in writing and/or using visual media. Is able to present complex technical information in an informal and attractive manner to a wide range of staff with varying IT or digital abilities.
	Supervises and motivates individuals or a team effectively,

Leadership and Management	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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