

## JOB DESCRIPTION

**Job Title:** Digital Communications Coordinator,  
Careers & Employability

**Accountable to:** Digital Marketing Manager

**Contract:** Permanent

**Hours per week/FTE:** 35

**Weeks per year:** 52

**Salary:** £29,358.00 - £35,839.00

**Grade:** 3

**College/Service:** Careers & Employability/ADS

**Location:** High Holborn

### Purpose of Role:

UAL's Careers and Employability team exists to help the university's students and graduates to make a living doing what they love.

The Post holder will create, distribute and maintain digital content to communicate and promote the work of Careers and Employability to target audiences, via a range of digital channels and platforms. They will liaise closely with Careers and Employability colleagues to ensure that relevant information, content, opportunities and resources are communicated in an effective, strategic and timely way.

The role holder will update and maintain the Careers and Employability and **not just a shop** websites, manage the primary **social** media accounts (Twitter, Facebook, Instagram, LinkedIn, The Dots), maintain the department's presence on Moodle and create and disseminate the Careers and Employability and **not just a shop** newsletters.

The role holder will create and commission digital content (such as blogs, videos and online resources) as well as creating digital marketing materials in-house (including social media assets, gif animations, graphics, visual branding and digital screen artwork).

### Duties and Responsibilities

- Daily/monthly management of Careers and Employability's social media channels and newsletters, creating and coordinating content and communication, and enhancing and monitoring communications and marketing against set targets and objectives, in consultation with the Digital Marketing Manager and Team Managers.
- Undertake evaluation of campaigns and write reports. Maintain the digital marketing dashboard.
- Manage the Careers and Employability Moodle pages, including updating content and writing and distributing emails.
- Day-to-day web content creation; writing copy, updates, uploads, editing and administration, ensuring digital content is useful, accessible, timely, consistent and fit-for-purpose for target audiences (in consultation with the Digital Marketing Manager and Team Managers).
- Work with the Digital Marketing Manager to regularly review Careers and Employability's web analytics and maintain the department's web pages, ensuring information is up-to-date and accurate and provides a good user experience.
- Actively promote, share and maintain information about Careers and Employability (and related) events, programmes, opportunities, services and news, via the website and social media platforms and via a network of internal contacts (e.g. College Web Coordinators, UAL Communications and Alumni Team).
- Lead on the student ambassadors programme – recruit, train and manage Careers and Employability ambassadors, briefing them on duties. Internally promoting the scheme within the

department.

- Lead on the Graduate Directory project. Using the CRM track Graduate destinations and build a Graduate community.
- Present digital marketing updates and reports to the Careers and Employability team.
- Work with other UAL departments, such as Arts Temps, to cross-promote content to students and graduates.
- Support the Digital Marketing Manager and Team Managers with content migration, creation and commissioning.
- Create and design digital communications and marketing material for Careers and Employability and its core programmes, in consultation with colleagues.
- Work with the Directors and Team Managers to assist the delivery and development of communication, web and digital strategies and objectives, spanning a broad range of internal and external partnerships, stakeholders and platforms.
- Liaise regularly with colleagues to enhance and sustain online communications, services and resources, ensuring strategic impact, reach and effective sign-posting across digital platforms (e.g. Careers and Employability units and College/UAL social media and web channels).
- Maintain an understanding of the enterprise and employability needs and interests of UAL students and graduates and implement, promote and maintain a range of communication tools to meet these.
- Research and maintain an image and visual communications bank and a database of designers and visual creatives for reference and use as design/creative suppliers.
- Carry out other tasks and work as required to support and enhance wider digital communications and student and graduate enterprise and employability remit and objectives.
- Represent Careers and Employability at a range of events.

**General:**

- 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 Staff Charter and Dignity at Work Policy, promoting equality diversity and inclusion in your work
- 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 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.

- To personally contribute towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022).

#### **Key Working Relationships:**

Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.

- Digital Marketing Manager
- Enterprise and Events Manager
- Head of Careers and Employability
- Careers and Employability Managers
- Other Careers and Employability services (**not just a shop**, Creative Opportunities, Artquest, Creative Shift) and programme related staff
- Arts Temps
- College Web and Communications Coordinators
- UAL Digital
- UAL Communications

#### **Specific Management Responsibilities**

**Budgets:** N/A

**Staff:** N/A

**Other** (e.g. accommodation; equipment):

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**Grade: 3**

| Person Specification                 |  |
|--------------------------------------|--|
| Specialist Knowledge/ Qualifications | <p>Higher qualification or degree and relevant professional experience, in a related subject e.g. Visual Communications, Communication Design, PR, Marketing, or Journalism.</p> <p>Knowledge and experience of using social media accounts and tools, blogs, email marketing software, CRM software, and a CMS for updating and maintaining websites.</p> |
| Relevant Experience                  | <p>Has relevant experience in own area of work and is able to work independently.</p> <p>Experience of producing visual and digital communication for online marketing and communication.</p>  |
| 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   |
| Research, Teaching and Learning      | Uses effective teaching, learning or professional practice to support excellent teaching, pedagogy and inclusivity.  |

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| 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  |

Signed \_\_\_\_\_ Date of last review \_\_\_\_\_  
 (Recruiting Manager)