

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: Outreach Digital Assistant **Accountable to:** Senior Outreach Manager

Contract Length:

Hours per week/FTE: 0.6 **Weeks per year:** 52 **Salary:** £28,274 - £34,515

Grade: 3 **College/Service:** UAL Outreach / ADS

Location: London College of Communication

Purpose of Role

Support the Outreach team to ensure that content on UAL Insights digital channels, including the online magazine, social media and any other digital channels are developed and maintained for the target audience of young people from widening participation backgrounds. Where required contribute to the production of core marketing assets (print and digital).

Duties and Responsibilities

1. Working alongside the Digital Curator, create and edit compelling text-based and rich visual media content for the Insights online magazine (website) and social media as well as other communication channels and activities (in accordance with IT and Outreach protocols).
2. Work closely with colleagues in the Outreach team as well as the broader network of Outreach Ambassadors and tutors to identify leads for content that will engage our target audience.
3. Represent the department in internal and external meetings and events.
4. Ensure that web content is kept up to date, concise, and accessible to all target audiences. Includes regular housekeeping tasks, for example broken link fixing, rotating slider images, updating layout of visible posts in line with new editions of the online magazine.
5. Manage digital related administration including; scheduling of posts on the online magazine through content management systems, social media through scheduling applications and archiving of creation offline content folders.
6. Contribute to the upkeep of associated administrative systems: style guides, contact lists, records of picture permissions, content plans, archive of stills and moving image assets and other items as required by the Digital Curator and Outreach team.
7. Document UAL Insights events where required and support any digital focused training for engaging more Outreach Ambassadors in creating digital content, including administrative support.
8. Ensure adherence to UAL's and specifically, UAL Insights' brand and tone of voice through all digital channels and activities and establish and maintain the highest standards for the departments' online magazine, digital channels and assets (as requested).
9. Support Outreach team colleagues with specific content initiatives and projects as required by the Digital Curator, to deliver a high-quality user experience.
10. Undertake evaluation activities with student cohorts and make use of Google Analytics, Hotjar and other tools to inform content development and measure success of digital channels and promotional assets.

11. Other responsibilities

1. Assume other reasonable digital or promotion related duties, as necessary, as determined by the Digital Curator Senior Outreach Manager and Associate Dean of Outreach.
2. To perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University.
3. To undertake health and safety duties and responsibilities appropriate to the role.
4. To work in accordance with the University's Equal Opportunities Policy and the Staff Charter,
5. promoting equality and diversity in your work.
6. To undertake continuous personal and professional development through effective use of the
7. University's Planning, Review and Appraisal scheme and staff development opportunities.
8. To make full use of all information and communication technologies in adherence to data protection.
9. 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:

All members of the Outreach team and the broader network of students and tutors working on UAL Insights projects.

Inreach, Careers and Employability, Student Marketing and Recruitment (Progression Partnerships team), Internal Communications, External Relations, web editors (colleges) and content coordinators (organisation wide).

Specific Management Responsibilities

Budgets: None

Staff: None

Other (e.g. accommodation; equipment): None

Signed _____ Date of last review November 2017

(Recruiting Manager)

Job Title: Outreach Digital Assistant

Grade: 3

Person Specification

Specialist Knowledge/ Qualifications	Relevant qualification, e.g. Degree or equivalent relevant experience in creating and editing content for websites and social media aimed at young people.
	Experience of working in a digital environment.
	Appropriate levels of IT skills to enable best use of available information and communications as necessary for the post: MS Office, Google Analytics, Content Management Systems, Adobe Creative Suite and basic film editing software.
Relevant Experience	Demonstrable understanding of user needs with respect to the presentation of web content.
	Relevant work in a digital team and able to work independently and to deadlines.
	Editing high quality web content tailored to key target audiences.
	Professional use of social media tools such as (but not limited to) Instagram, Twitter and Youtube/Vimeo.
	Applies analytical thinking when understanding issues or problems.
Communication Skills	Presents complex technical information in an informal and attractive manner to non-technical audiences.
Planning and Managing Resources	Plans, prioritises and organises work to achieve deadlines and objectives on time.
Teamwork	Works collaboratively in a team and where appropriate across or with different professional groups.
Student Experience or Customer Service	Builds and maintains positive relationships with internal and external partners.
Creativity, Innovation and Problem Solving	Uses initiative, analytics and creativity to resolve problems which provide the most benefit to the organisation and it's target audience.
	Ability to distinguish between the need to make a decision and when to defer, also contributes to the decision making of others by providing relevant information and opinions.
	Ability to establish basic facts by carrying out appropriate enquiries, identifying and using a range of sources and types of data to produce full and accurate reports and or accounts of situations.