

JOB DESCRIPTION

Job Title: Digital Communications Coordinator, Careers & Employability **Accountable to:** Enterprise and Events Manager

Contract Length: 1 year

Hours per week/FTE: 35

Weeks per year: 52

Salary: £28,274 – £33,635

Grade: 3

College/Service: Careers & Employability/ADS

Location: High Holborn

Purpose of Role: The Post holder will create, distribute and maintain digital content to communicate and promote the work of Careers & Employability to target audiences, via a range of digital channels and platforms. They will liaise closely with Careers & 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 & Employability and **not just a shop** websites, manage the primary **social** media accounts (Twitter, Facebook, Instagram, LinkedIn), maintain the department's presence on Moodle and create and disseminate the Careers & Employability and **not just a shop** monthly newsletters. The role holder will also design and create digital communications and marketing material, including social media assets, gif animations, graphics, visual branding and digital screen artwork.

Duties and Responsibilities

- Daily/monthly management of Careers & 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 Enterprise & Events Manager and Team Managers.
- Day-to-day web content creation, updates, uploads, editing and administration, ensuring web/digital content is useful, up-to-date, accurate, accessible, timely, consistent and fit-for-purpose for target audiences (in consultation with the Enterprise & Events Manager and Team Managers)
- Actively promote, share and maintain information about Careers & 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)
- First point of contact for enquiries from Careers & Employability web email account Support the Enterprise & Events Manager and Team Managers with content migration, creation and commissioning.
- Create and design digital communications and marketing material for Careers & Employability and its core programmes, in consultation with the Events and Showcasing team, programme managers and other 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 & 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.
- 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 Equal Opportunities Policy and the Staff Charter, promoting equality and diversity 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 in adherence to data protection policies 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

<p>Key Working Relationships: Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.</p> <ul style="list-style-type: none"> • Enterprise & Events Manager • Head of Careers and Employability • C&E Managers • Other Careers & Employability services (not just a shop, Creative Opportunities, ArtsTemps, Artquest, Widening Participation) and programme related staff • College Web and Communications Coordinators • UAL Digital • UAL Communications
<p>Specific Management Responsibilities</p> <p>Budgets: N/A</p> <p>Staff: N/A</p> <p>Other (e.g. accommodation; equipment):</p>

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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, and Journalism.</p> <p>Knowledge and experience of using Web and social media technologies and web content editor and management systems 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

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)