

## JOB DESCRIPTION AND PERSON SPECIFICATION

<b>Job Title:</b> Digital Content Officer, Centre for Sustainable Fashion		<b>Accountable to:</b> Head of Strategy, Centre for Sustainable Fashion	
<b>Contract Length:</b> Permanent		<b>Hours per week/FTE:</b> 0.4	<b>Weeks per year:</b> 52
<b>Salary:</b> £30,777 - £37,468		<b>Grade:</b> 3	
<b>College/Service:</b> London College of Fashion – Centre for Sustainable Fashion		<b>Location:</b> 20 John Princes Street, London, W1G 0BJ	

### Purpose of Role:

This is a part-time but central role dedicated to digital communication and marketing of the Centre's research outputs, education projects and industry partnerships. Guided by the Centre's 5 year strategy, you will research, collate and facilitate the creation of news and content from Centre staff, to disseminate both internally and externally. In liaison with the Head of Strategy you will draft and deliver a digital content plan, publish newsletters and run CSF social media channels (Instagram, Twitter, LinkedIn and Facebook).

This role focuses on growing the Centre's profile, within a framework of our strategic priorities.

### Duties and Responsibilities:

- To acquire a depth and breadth of knowledge on CSF, its activities and context within current discourse on Fashion Design for Sustainability.
- To work collaboratively with CSF colleagues to collect relevant and up to date information to assist with the production of digital communications to maintain and build on the CSF website as an up-to-date resource.
- To create digital content for the CSF website, blogs and social media channels (Instagram, Twitter, LinkedIn and Facebook), such as news stories, interviews, images and videos and following specific requirements such as GDPR and accessibility guidelines.
- To coordinate community management and use CSF social media channels as a tool for conversations and cultivating new relationships with people across the sustainability and fashion sectors.
- To create engaging content to assist in promoting events both internally and externally, via CSF channels and securing coverage on relevant other channels. Key events for this role include public lectures, exhibitions, book launches, and CSF team members speaking at external events.
- To provide reports and analysis regarding SEO, usage and engagement including metrics on interaction with the website; reach, impressions, growth rate and engagement across social media channels.
- To maintain the CSF photo image bank as a communication resource.
- To co-monitor the CSF general enquiries mailbox.
- To ensure all content going out is planned and entered in the communication, social and editorial calendars
- To assist with press enquiries, supported by the college's Internal and External Relations (IER) team from time to time.
- To work with the LCF IER team and occasionally external agencies and designers on planning, proofing, and editing of communication campaigns, from time to time
- To treat all information, written and oral, in the utmost confidence

- 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 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.

- Head of Strategy
- Centre Coordinator
- CSF Knowledge Exchange team, Education team and CSF Researchers
- LCF Internal and External Relations team
- UAL communications team

Specific Management Responsibilities

Budgets: N/A

Staff: N/A

Other: Accommodation/equipment) as appropriate

Signed \_\_\_\_\_ Date of last review \_\_\_\_\_

(Recruiting Manager)

**Job Title:** Digital Content Officer, Centre for Sustainable Fashion

**Grade:** 3

Person Specification	
Specialist Knowledge/ Qualifications	<p>Relevant degree or equivalent relevant experience in Marketing/Communications</p> <p>Interest and knowledge of sustainability practices and issues, ideally specifically related to fashion.</p> <p>Knowledge and expertise of social media management</p>
Relevant Experience	<p>Significant demonstrable experience of working in a digital Communications role</p>
	<p>Extensive experience using social media and up-to-date knowledge of emerging social media tools and trends</p>
	<p>Experience of web content management systems, ideally Wix.</p>
	<p>Experience of working in an arts/creative sector</p>
	<p>Experience in email marketing with knowledge of GDPR legislation</p>
Communication Skills	<p>Knowledge or Experience of working within Accessibility guidelines (WCAG 2.1), across digital communications.</p>
	<p>Experience of image selection and editing, desirable</p>
	<p>Communicates effectively orally, in writing and/or using visual media.</p>
Planning and Managing resources	<p>Plans, prioritises and organises work to achieve objectives on time</p>
Teamwork	<p>Works collaboratively in a team and where appropriate across or with different professional groups</p>
Student Experience or Customer Service	<p>Provides a positive and responsive student or customer service</p>
Creativity, Innovation and Problem Solving	<p>Uses initiative or creativity to resolve problems</p>