

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: Content Officer	Accountable to: Content Co-ordinator
Contract Length: Permanent	per week/FTE: 1.0 Weeks per year: 52
Salary: £29,358 - £35,839 pa	Grade: 3
College/Service: London College of Fashion, Internal and External Relations	Location: 20 John Princes Street, London, W1G 0BJ

Team Purpose

The Internal and External Relations department tells the story of the LCF brand, to engage both internal and external audiences. We are specialists in content creation and communication, engagement and community building, managing events and experiences, media relations and public affairs.

We attract, build and maintain relationships with new and existing audiences to showcase the best of London College of Fashion, UAL, from student work to research and innovation, partnerships and community projects.

We are positive, enthusiastic and professional, always putting the student experience first, and showcasing their voice to display the best LCF has to offer. We use this peer influence approach to attract the best quality staff and students to join us.

Purpose of Role

The role of the Content Officer is pivotal within the content team as our 'roving reporter' - being actively involved across LCF sites and courses to research, facilitate, disseminate and track new content, for digital and print channels, for both internal and external audiences. They work closely with the Content Co-ordinator, Content Manager and Internal Communications Manager to create the best content for LCF, and assist with planning this editorially. The role includes writing, audio and video creation and content management systems; and the post holder is always investigating new channels and ways to reach our audiences. They populate and maintain digital channels such as LCF Stories, Canvas and our social media channels, and they also build key relationships with students across the organisation to showcase their content and communicate with them.

We have a wealth of creative talent at LCF and the role of the Content Officer is to work with students to showcase this; including attending briefing sessions for students in-class, and setting up Content Residencies across our sites so that students and staff can showcase their work for LCF channels. This relationship continues throughout students' time at LCF and this contributes to continuing engagement with graduates who then become industry contacts.

Duties and Responsibilities:

- To be responsible for developing a detailed understanding of the LCF organisation, including messaging framework, brand identity and guidelines, LCF's planned move to the Olympic Park in 2023, priorities and student experience campaigns
- To use customer service skills to be the outgoing face of internal and external relations, being professional and welcoming at all times, and putting the student experience first

- To create content for LCF printed materials, web pages, blogs, social media and e-newsletters, such as interviews, images and video, and to work with LCF and external agencies and designers in assisting with this, including planning, scheduling, proofing, and editing.
- To help disseminate this content to internal audiences so that staff and students are up to date with campaigns
- To contribute to other forms of content generation to promote key College areas of focus, such as research, business and innovation, graduate futures and knowledge exchange
- To ensure LCF content has a student recruitment focus by promoting under-recruiting courses and timing content campaigns around the undergraduate and postgraduate recruitment cycle
- To contribute ideas at regular editorial meetings for campaigns, features, and new ways to showcase content, and to research ways to get LCF content to a potential student audience
- To take every opportunity during liaison with students to ask what content they would like to see from LCF and how they would like to consume this
- To work with the Events team to share content and student profiles that can be used to promote student work as part of events, and to use this content to build relationships with students as well as linking it back to promote LCF courses
- To liaise with staff around the college to highlight projects, events and students to create content to promote LCF key areas of activity such as student careers and enterprise activities, research projects, community projects, sustainability projects
- To liaise with current students and alumni to report their stories for LCF channels, including arranging to visit them at different locations
- To create content to assist in promoting events, and to and to report these events for the blog and LCF digital channels. Key events for this role include fashion shows, exhibitions, but this role will include attendance of many LCF events across all subjects
- To liaise regularly with Internal and External Relations as a whole team to ensure all content going out is planned and entered in the comms, social and editorial calendars and is of a consistent tone
- To post content to LCF's social media channels, contribute to key campaigns and monitor success, assisting with statistics for reporting
- To proactively be aware of anything that could cause risk to the College's reputation and escalate any concerns to IER managers
- To evaluate which content is successful for student engagement and suggest ways of building new online audiences for LCF, contributing ideas for engagement with the LCF student audience and new audiences, in particular on social media
- To ensure that LCF content is promoted to internal and external audiences. This will include disseminating stories to the internal and external relations department at regular meetings

- To keep and share archive key images to represent LCF, ensuring permissions have been sought from the student designers and photographers
- To be a team player, working across internal and external relations as a holistic team, including offering help at events where possible

Work within the University's policies and in particular to:

- Perform (from time to time) such duties consistent with their role level, assigned to them anywhere within the University.
- To be available to help at occasional events outside of normal working hours, to help IER ensure the best experiences for staff, students and guests
- 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 personally contribute towards reducing the University's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022).
- Undertake continuous personal and professional development.
- 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.
- 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: Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.

Reporting to: Content Co-ordinator

Internal and External Relations

- External Relations
- Events
- Internal Engagement – including Internal Communications Manager and Internal Community Manager

Wider teams

- Arts SU (Students Union)
- Course Leaders
- Learning and Teaching Support (LTS) film team, working together on video content
- Student Engagement team
- Business and Innovation department, especially Alumni, Graduate Futures and Partnerships colleagues, to cover key aspects of the LCF brand such as business and careers
- Research department
- Social Responsibility department
- 4Fashion project office
- Artstemps (UAL's temping agency, employing our students)

Specific Management Responsibilities

Budgets: No

Staff: No

Other: Accommodation/equipment) as appropriate

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Specialist Knowledge/ Qualifications	Degree in a Communications/Writing related subject or relevant equivalent experience
Relevant Experience	Experience in writing for print and digital

	<p>Experience in proof reading and editing content</p> <p>Experience and confident in social media content creation, other digital content channels and scheduling tools</p> <p>Experience working in a content or communications team</p> <p>Experience in building relationships across an organisation</p> <p>Photography skills or image skills (eg photoshop, Indesign) are desirable</p> <p>Film making or film editing skills are desirable</p> <p>Excellent customer service experience</p>
Communication Skills	<p>Communicates effectively orally, in writing and/or using visual media</p>
Leadership and Management	<p>Supervises and motivates individuals or a team effectively, setting clear objectives to manage performance</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	Provides a positive and responsive student or customer service
Creativity, Innovation and Problem Solving	Uses initiative or creativity to resolve problems

The application form sets out a number of competence questions related to some of the following selection criteria. Shortlisting will be based on your responses to these questions. Please make sure you provide evidence to demonstrate clearly how you meet these criteria.

Last updated: July 2020