ual : london college of fashion

JOB DESCRIPTION AND PERSON SPECIFICATION	
Job Title: Digital Co-ordinator	**Accountable to**: Content Manager
Contract Length: Permanent	**Hours per week/FTE**: 35 **Weeks per year**: AYR
Salary: £34,943 pa	**Grade**: 4
College/Service: London College of Fashion Internal and External Relations	**Location**: 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 Digital Communications Co-ordinator develops and maintains the College's digital estate, creating user-focused digital solutions to showcase the best of the LCF brand and its wealth of student talent. As a Co-ordinator, the post holder will build relationships across the whole of UAL to collect content and information, translating these into a coherent digital output and using analytics to track and report on the user journey.

You will represent the LCF brand on project groups for UAL's exciting online estates services development process (looking at areas such as information architecture, course page development and a website redesign project), including contributing ideas and solutions with the Digital team at University of the Arts London to best represent LCF's user needs, and reporting back to College stakeholders in line with agreed governance structures.

Duties and Responsibilities:

- To be responsible for developing a detailed understanding of the LCF organisation, including messaging framework, brand identity and guidelines, 4Fashion (LCF's planned move to the Olympic Park in 2022) priorities and student experience campaigns

- To use customer service skills to provide a specialist first line-advisory and information service for different groups around the college regarding their website needs, giving support and guidance on the application of all relevant university policies and procedures, including the provision of regular on site surgeries and/or briefing sessions, as well as building and maintaining web and microsites when there is a business case to do so

- To build and manage the College's family of websites, mainly www.arts.ac.uk but also including blogs, digital communications channels such as digital screens, news and events listings and microsites, making decisions around the structure, creation and publishing of content, based on user needs, brand expectations and institutional objectives and ensuring content is up to date, customer focused and accessible to all internal and external users

- To work with the content team to bring the student voice to life across LCF's websites, and to develop these channels in line with insights from current and prospective students on what information they want to gather

- To create and commission content for the College's website, with specific attention to student recruitment, alumni relations, news, events and other community-building and marketing information. This will include creating editorial content, such as interviewing staff, students and alumni

- To participate in content planning meetings, contributing campaign ideas and helping plan web content

- To develop and maintain effective bespoke reporting and monitoring strategies, using statistical information and interpretation to contribute to web and SEO strategies.

- To instigate and manage opportunities to communicate orally with students via student facing surveys and user testing.

- To independently build microsites for LCF business needs, in adherence, and with a clear understanding of, UAL brand guidelines, advising on content to fulfil recruitment needs and brand building

- To manage the Colleges domains account for its microsites

- To be the point of contact and source of advice for anything related to LCF's content management systems, and to escalate issues to UAL digital team on behalf of the department

- To advise College stakeholders and University of the Arts London Digital team on content maintenance requirements for the College website, such as accessibility criteria, and to implement those changes

- To advise on course page content and to check for readability, developing marketing content such as course descriptions where possible

- To provide consultancy for writing for the web best practice and brand tone across the college, presenting digital strategies and current trends to staff around the College

- To represent LCF and contribute to UAL Digital and Online Estates Service Programme projects such as website redesign, portfolio tools and intranet, including representation on project boards. To advise senior stakeholders on the best outcomes for the College

- To participate in planning and information sharing meetings with UAL and other College web teams.

- To stay up to date with web technologies and maintain an awareness of current digital trends in both the higher education sector and a broader range of industries and to use this knowledge to innovate and identify new digital opportunities.

- To proactively be aware of anything that could cause risk to the College's reputation and to escalate any concerns to Internal and External Relations Managers

- To manage specialist support staff where required, including induction, probation, 1:1 meetings and appraisal as appropriate

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 for 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.

- Work in accordance with the University's Equality, Diversity and Inclusion agenda and the Staff Charter, promoting Equality and Diversity in their 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 Manager
- Works alongside: Content Co-ordinator
- Director of Internal and External Relations to report on website developments and content for key areas of the website.

Internal and External Relations
- University of the Arts London Digital team and other College web teams
- LCF Admissions team and Student Engagement team
- Course Leaders across the College
- Business and Innovation department including Alumni and Graduate Futures
- 4Fashion project office to uncover and share content relating to LCF's move to the Olympic Park
- Microsite owners including: Fashion Innovation Agency, Digital Anthropology Institute, Centre for Fashion Curation, Centre for Sustainable Fashion

Specific Management Responsibilities

Budgets: None

Staff: If appropraite

Other: None

Job Title: **Grade:**   **4**

Specialist Knowledge/ Qualifications	Specialist knowledge of online communications environments including content management systems, web platforms and web architecture. Knowledge of Squiz CMS is desirable
	Detailed understanding of writing for web is essential
	Detailed understanding of web analytics is essential
	Detailed understanding of SEO (search engine optimisation) is essential
	Relevant degree in communications is desirable
	Understanding of other digital and social platforms for showcasing content is desirable
	Basic understanding of HTML coding is desirable

Relevant Experience	Experience of managing web environments for complex organisations is essential
	Previous experience within an advisory role in digital communications is desirable
	Experience of writing content is essential
	Experience of managing web analytics for multi-purpose reporting is essential
	Excellent customer service experience
	Experience in writing and presenting reports on data and analytics is essential
Communication Skills	Communicates effectively orally, in writing and/or using visual media.
Leadership and Management	Motivates and leads a team effectively, setting clear objectives to manage performance
Professional Practice	Contributes to advancing professional practice/research or scholarly activity in own area of specialism
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	Builds and maintains positive relationships with students or customers
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

001361, November 2019

Last updated: