JOB DESCRIPTION

Job Title:	Senior Digital Content Officer	Grade:	SG6
Department:	Marketing Communications	Date of Job Evaluation:	October 2018
Role reports to:	Content Manager		
Direct Reports	Digital Content Officer		
Indirect Reports:			
Other Key contacts:			

This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the University and the requirements of the job.

PURPOSE OF ROLE:

- To manage the Digital Content team and supervise the delivery / briefing / creation, deployment, maintenance and & continual review of the central marketing content requirements in order to inform, inspire and convert potential interest in the University to applications and ultimately, conversions across content produced by self & team
- Supervise the delivery of the content / editorial calendar and ensure the content team operate within and deliver to existing brand standards
- Manage / supervise self & team to deliver and deploy engaging content (video, photography, copy)
- Work with line management / Communications and Recruitment Directorate / other Directorates / Faculties to ensure a smooth content creation / dissemination process
- Help ensure digital media content produced is on brand, is adapted to optimise performance across all channels and has a high visual impact

KEY ACCOUNTABILITIES:

VIDEO

- Oversee the delivery and deployment of engaging video content (based on requests / briefs in to the department)
- Oversee filming / editing / subtitling / sound and all other production aspects (across video content produced by self & team), providing effective line management, coaching & development support as needed
- Manage the distribution / review of video content across all channels
- Through content audits, identify and plug video gaps
- Identify ideas for original video content
- Ensure appropriate edits for relevant channels (e.g. YouTube, Facebook, Twitter, Snap, Website, and other platforms)

PHOTOGRAPHY

- Oversee the delivery and deployment of engaging photographic content (based on requests / briefs in to the department)
- Oversee planning / briefing / shoots and all other production aspects (across photographic content produced by self & team)
- Work with colleagues to identify gaps in the image library and plan regular shoots accordingly (with subsequent consent, tagging, uploading, logistical management of images)
- Ensure appropriate diversity of imagery captured relating to relevant target audience (e.g. home / international / priority groups)

WEBSITE & ANALYTICS

- Work within the wider team on ensuring the content on the website is up to date, fresh and engaging
- Oversee the web approvals process
- Offer guidance to other teams across the university generating content for the website
- Use Google analytics (and other analytics / data sources), to assess success, making recommendations for changes to optimize performance of future activity

COPY

- Work with the copywriters / digital marketing team on copy oriented projects as appropriate

MANAGEMENT

- Lead the planning of personal & Digital Content Officer workflow & requirements resourcing (feeding weekly / monthly / quarterly / annual plans)
- Line manage the Digital Content Officers (currently 2 FTE) and complete annual appraisals / conduct ongoing 121's to review performance and outputs
- Provide support / development opportunities for the Digital Content Officers (through on job training / coaching and development, and external training) in order to improve ongoing outputs
- Liaise with Faculty Marketing Leads / Content Manager / wider Marketing Communications Management to ensure the ongoing content calendar aligns with strategic objectives

Team Specific:

- Develop digital content (video, photography, copy and beyond), applicable to the range of communications channels utilised by the University including social media, web and CRM
- Utilise insights from the wider marketing team and university teams to tailor the content to target audience expectations / desires
- Edit digital content (including photographic and video materials) to maximise impact / relevance / production fit for different digital channels
- Deploy / publish / review results
- Work with other content producers across the University to develop content to fully engage students and other audiences

- Develop content that raises brand awareness, drives direct response / engagement levels with target audience(s)
- Ensure brand compliance whilst delivering content which informs, inspires, entertains and educates prospects over why they should choose the University of Greenwich

Self:
- Must possess a good understanding as to how to utilise video, photography (primarily), to deliver a brand message to prospective students
- Must ensure care of office and production equipment
- Must be able to demonstrate the ability to write effectively to motivate different audiences
- Must ensure all content produced digital media follows brand guidelines and accurately reflects our corporate identity
- Analytical, with a desire to test, learn, refine work to improve future content production
- Be able to demonstrate good practical understanding of digital communication channels
- Must be able to demonstrate effective presentation skills and the ability to influence others

Generic:
- Must have effective communication skills both verbal and written to ensure that effective social media partnerships are forged and maintained using appropriate communication which is understood by all parties
- Must be competent and comfortable when explaining to customers/stakeholders why a particular social media approach has been used, evidence based by easily understood
- Set the content strategy and objectives against each social channel (likes growth, reach, engagement, leads and sales)
- Build brand awareness, generate inbound traffic and cultivate leads

Managing Self
- Maintain a professional approach at all times
- Manage work effectively and deliver under pressure
- Work with other staff effectively to maximise the division's performance and outputs
- Hold regular one-to-one briefing meetings with the relevant contacts in the Marketing team & Faculties to identify / deliver priority content

Core Requirements:
- Adhere to and promote the University's policies on Equality and Diversity and Information Security;
- Ensure compliance with Health & Safety and Data Protection Legislation;
- Support and promote the University's Sustainability policies, including the Carbon Management Plan, and carry out duties in a resource efficient way, recognising the shared responsibility of minimising the university's negative environmental impacts wherever possible.

Additional Requirements:

KEY PERFORMANCE INDICATORS:
The Marketing Communication Team KPIs are:
- Raise brand awareness
- Raise direct response
- Raise student engagement levels
- Raise student satisfaction
- Raise stakeholder engagement and the value of the department to the institution and its audience

KEY RELATIONSHIPS (Internal & External):

- Content Manager (line manager)
- Digital Content Officer (x2 at present)
- Other teams and colleagues within the Communications and Recruitment Directorate (e.g. Social Media, Public Relations & Internal Communications, Brand, Campaign Marketing & Events,
- Colleagues within faculties with marketing responsibilities
- Greenwich Students Union
- Other external stakeholders tbc

PERSON SPECIFICATION	
Essential	**Desirable**
Experience	**Experience**
• Proven work experience as a Content producer in a small to medium sized organization	• Proven work experience as a Content producer in an education environment/ other organisation with a youth focus
• Knowledge and experience of content planning, briefing, creating, dissemination and review (primarily video and photography, with copy in addition)	• Project Management skills
• Relevant demonstrable experience of delivering content for social media / website and other owned channels	

Skills	**Skills**
• Excellent content production / creation skills (video & photography) • Good team working / supervisory skills • Excellent organisational skills • Ability to work accurately and effectively under pressure • Accurate and engaging writing skills • Excellent interpersonal and communication skills • Excellent knowledge of Adobe Suite, especially Premiere Pro, After Effects, and Photoshop • Excellent knowledge of major social media platforms, especially YouTube • Excellent IT skills including use of Microsoft Office packages and specialist design packages e.g. inDesign.	• Line management experience (desired, not essential)
Qualifications • Degree or equivalent content creation / social media experience	**Qualifications** • N/A
Personal attributes • We are looking for people who can help us deliver the values of the University of Greenwich: Excellence, Determination, Inclusivity, Ambition and Creativity	**Personal attributes** • N/A