

JOB DESCRIPTION

Job Title:	Digital and Media Assistant	Grade:	Jobshop rate SP7
Department:	Business School	Date of Job Evaluation:	July 2019
Role reports to:	Faculty Marketing and Communications Manager		
Direct Reports	None		
Indirect Reports:	Faculty Operating Officer		
Other Key contacts:	Central Recruitment and Communications Directorate Central Web Team Academics Business School Professional services teams		
<p>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.</p>			

PURPOSE OF ROLE:

We are looking for an enthusiastic individual with a strong interest in digital media and marketing to raise the profile of the Business School.

We'll certainly be interested in candidates who have:

- Experience in video creation.
- Understanding of digital media and marketing.
- Experience of promotion campaigns using social media.

Please read below for full details.

KEY ACCOUNTABILITIES:

Team Specific:

- Support the Faculty Marketing and Communications Manager in activities to increase the programme recruitment conversion and raise awareness, through regular digital communications, social media and supporting with website updates.
- Undertake brief (30-90 sec) video interviews with academics, students, graduates within the Business School about their expertise or Greenwich experience.
- Prepare high-quality short video promotions drawing from these interviews.
- Develop and execute a promotion campaign for this content on the Business

School website and in social media platforms.

- Understanding segmented audiences and their journey to target content at the right times.
- Ensure marketing campaigns are delivered on time and in budget by liaising with stakeholders and external media agencies.
- Working with team to manage digital campaigns by creating, repurposing and reusing content.
- To track, monitor and evaluate campaigns, and implement changes as a result.
- When required to support the coordination of the production of marketing materials for specific events/conferences. Requires liaison with Events team, academic organisers, and central Marketing, PR and Alumni departments.
- When required to support and take part in Open and Taster days to promote the Business School.
- To maintain and update content on conference/events, subject programmes, research centres and other enterprise activities on the Business Faculty's website as required.
- Liaise with nominated Business School academics with regard to the updating of digital materials as required.
- Answer telephone calls and direct or resolve queries as necessary.
- Perform general admin duties to include but not limited to photocopying, mailing and filling.
- Any other administrative work as required by the Faculty Marketing & Communications Manager and Faculty Operating Officer.

Generic:

- Work cooperatively with Business School academic and support staff.
- Work flexibly, providing cover and collaborative support to other colleagues in the Business School Marketing Department
- Ability to work on own initiative without constant supervision
- Ability to work accurately under pressure

Managing Self:

- Work to deadlines and project plans.
- Maintain a proactive approach
- Respond to queries and project work in a timely manner

Core Requirements:

- Adhere to and promote the University's policies on Equality, Diversity and Inclusion 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:

Undertake any other duties as requested by the [e.g. PVC, FOO etc.] or their line manager, commensurate with the grade.

This is a professional, demanding role within a complex organisation with an ambitious strategic plan and agenda for change. The role holder will be expected to show flexibility in working arrangements, including working hours, to ensure that [Name of service area] delivers the required level of service.

KEY PERFORMANCE INDICATORS:

- Produce video clips and digital content with set digital ROI targets.
- Timely production and delivery of work.
- Contribution to the team ethos and effectiveness.
- Responding in a timely manner.

KEY RELATIONSHIPS (Internal & External):

Executive Support Team
 Faculty Events team
 Faculty Academics
 Central Marketing/Communications, PR and Alumni Teams

PERSON SPECIFICATION

Essential	Desirable
<p>Experience</p> <ul style="list-style-type: none"> • Production of digital video outputs • Promoting digital content in social media • Working within an office environment • Managing multiple tasks 	<p>Experience</p> <ul style="list-style-type: none"> • Undertaking interviews • Participation in a collaborative projects • Experience of CMS, preferably Squiz Matrix • Experience of Hootsuite <p>Qualifications</p> <ul style="list-style-type: none"> • Degree or equivalent work experience

Skills

- Understanding of digital media marketing.
- Digital video production
- A commitment to quality and a thorough approach to all work undertaken
- Strong communication skills
- Excellent problem-solving ability
- Good time management skills
- Ability to work independently and use initiative
- Ability to work as part of a team and share ideas with team members.

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

Qualifications

- Good level of secondary education