

JOB DESCRIPTION

Vacancy reference:	SRF37499
Post Title:	Head of Digital Campaigns and Engagement
Grade:	7
School/Department:	Marketing, Communication & Engagement
Reports to:	Head of Marketing Projects and Planning
Responsible for:	2 x Digital Campaigns and Engagement Officers

Purpose

The Head of Digital Campaigns and Engagement role will have oversight of the University's digital and social media campaign and engagement activity. This will include planning, creating, commissioning, delivering and reporting on engaging marketing campaigns on social media and digital channels to support the University's strategic goals.

Assisted by a Digital Campaigns and Engagement team and reporting to the Head of Marketing Projects and Planning, you will liaise with colleagues across the University to take and develop briefs and then prepare and deliver creative and effective solutions, either in-house or in partnership with agencies and media buyers.

You will supervise the management of University social media channels and lead the community of practice of social media users, driving continual improvement through communications and training.

All this work will require coordination across the Marketing, Communication and Engagement Department and the wider University to deliver effective and coordinated campaigns that effectively reach and engage target audiences.

Main duties and responsibilities

Campaign activity

- Lead and deliver the University's approach to digital campaigns and engagement including supporting student recruitment marketing, internal engagement (with staff and students) as well as activities to engage wider stakeholders.
- Provide strategic leadership for planning and direction of University digital and social media channels, working closely with the Head of Corporate Communications and the Head of Marketing and Campaigns.
- Plan and deliver digital campaigns to support University priorities, liaising with agencies and University Schools and Functions as required.

Internal campaigns and engagement

- Coordinate digital activity across functions to support internal and external messaging for key events and ad hoc opportunities.
- Advise and support other University functions with their planning and activity.

Improve use of digital for engagement across the institution

- Own the University's style and tone of voice for digital marketing communications to ensure consistency with University brand guidelines while creating engaging content.

- Research and develop new technologies, strategies, and techniques to improve the effectiveness of campaign activity.
- Use customer insights from digital and social media to help develop University-wide direction around marketing and recruitment.
- Coordinate and maintain a community of practice among digital users across the University.
- Develop training and support packages for digital users across the University to promote consistency and best practice and to improve the overall level of skill among staff outside the team.

Other

- Provide digital and social media reporting and analysis of activity to help shape plans.
- Coordinate marketing content across external promotional websites.
- Manage a team of staff and a changing roster of student ambassadors, influencers, and assistants.
- Manage budget planning and spend.
- Develop, own and maintain relevant policies.
- Contribute to crisis communication planning and responses.
- Other duties as required.

Supervision received

The postholder will be based in Marketing, Communication, and Engagement (MCE), reporting to the Head of Marketing Projects and Planning and receiving direction on strategic projects from the Head of Corporate Communications. You will also work closely with the leads of other teams within MCE.

Supervision given

This role will initially manage two Digital Campaigns and Engagement Officers (Grade 5).

Contact

You will work with teams across the University including:

- Heads of School, Departments and Functions – and relevant digital staff in those areas
- Student and Applicant Services and Reading University Students Union
- Planning and Support Office, MCE Business Partner team, and school/department data owners – as part of ongoing analysis and insight work
- CQSD and the Graduate School for development and delivery of training
- Senior leadership (including risk management advice, proactive and reactive publicity activity with the Vice-Chancellor and UEB)
- Legal Services – to ensure activity and policy complies with legal requirements
- HR, Finance, IT and Procurement – to build social media into employee services

Terms and conditions

This is a full-time, permanent post.

The post is grade 7, which means there are no specified hours of work, but rather a requirement to work such hours as necessary to carry out duties associated with the post. This will include weekend and out-of-hours work as required.

This document outlines the duties required of the post for the time being to indicate the level of responsibility. It is not a comprehensive or exhaustive list, and the line manager may vary duties from time to time where they do not change the general character of the job or the level of responsibility entailed.

Date assessed: September 2021

PERSON SPECIFICATION

Job Title	School/Department
Head of Digital Campaigns and Engagement	Marketing, Communication & Engagement

Criteria	Essential	Desirable
Skills Required	<ul style="list-style-type: none"> • Exceptional interpersonal and stakeholder management skills, including the ability to work with a wide range of people, to develop positive and constructive working relationships, build networks and inspire trust and confidence. • Strong written communication skills, including persuasive copywriting and excellent written accuracy. • Robust planning – with a clear strategy and tactical activity to deliver our institutional objectives. • Negotiation skills. • Excellent planning and organisational skills, able to plan projects, juggle priorities and meet tight deadlines. 	
Attainment		<ul style="list-style-type: none"> • Marketing or communications qualification or professional accreditation.
Knowledge	<ul style="list-style-type: none"> • Extensive knowledge of the higher education sector – and the challenges facing undergraduates and postgraduates. • Detailed understanding of communication and campaign management to a target audience of young people. • Extensive understanding of the fit of digital platforms and activities in wider marketing and communications campaigns. • A strong working knowledge of social media analytics, scheduling tools and associated software e.g. Linktree, Orlo, Hootsuite, Sprout. 	<ul style="list-style-type: none"> • Understanding of issues in areas of high student populations and of 'town/gown' issues.
Relevant Experience	<ul style="list-style-type: none"> • Experience in a relevant role – ideally in a student and youth facing role. • Significant experience of stakeholder management. • Experience of representing an organisation to different audiences. • Experience in developing and delivering engagement strategies. • Experience of delivering high-impact multi-channel communications and campaigns – 	<ul style="list-style-type: none"> • Project management experience.

	<p>digital and non-digital – across multiple channels and platforms.</p> <ul style="list-style-type: none"> • Line management experience with a proven track record of developing teams and direct reports. 	
Disposition	<ul style="list-style-type: none"> • Diplomatic and persuasive; sound judgement; and able to form working relationships quickly and to command trust and confidence with a wide range of people. • Proactive and energetic, with a high level of initiative and ability to drive forward projects. • Resilient, calm and effective under pressure; tackling challenging issues and stakeholders. • Able to establish robust processes and systems, where no precedent may exist. • Willing and able to contribute to high-level strategy while also implementing daily activity with a small team. • Ability to work flexibly and collaboratively given the fast-changing nature of digital platforms. 	

Completed by: Victoria Pearson	Date: September 2021
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