

JOB DESCRIPTION

Vacancy reference:	SRF26808
Post Title:	Content Officer
Grade:	Grade 5
School/Department:	Marketing, Communication & Engagement
Reports to:	Senior Content Officer

Purpose

We are recruiting several Content Officers to support a large-scale project which will see the University move its web presence on to a new Content Manager System. Due to the nature of the funding of these positions they are offered on a one-year fixed term basis.

If successful in your application you will join the Content Team, within the Marketing, Communications and Engagement function. You will be responsible for sourcing, managing, distributing and creating content for projects across the University of Reading, working with colleagues to identify communications needs and appropriate channels.

You will have a portfolio, and will work with academics, marketing colleagues, partners and other stakeholders to develop effective content that meets the needs of our users.

Main duties and responsibilities

1. Content editing and review

- You will write, collate, curate, edit, rewrite, proof and publish top-class, compelling, persuasive content across reading.ac.uk, all related digital channels and strategically important printed products – ensuring it is targeted, effective and cuts through to key audiences.
- You will plan and build websites using our Content Management System and consider the best fit for content according to user needs and journeys through the entire reading.ac.uk digital estate.
- You will manage and maintain content in real time across the University's digital channels – to ensure it is up-to-date; relevant; maintains high standards; and keeps pace with our business needs. Your editorial decisions will affect the performance of strategically important content to the full range of the University's audiences. To include review of legacy content in the University's older content management system, and search engine optimisation.
- You will review and provide consultancy on digital content produced by content management system users outside the Content Team, to uphold quality and suitability.
- You will gain additional bespoke responsibilities tailored to the needs of the team and of the post-holder. Examples include developing leading matrix project teams to deliver the design and delivery of content published via websites, apps and databases to enable the reusability of content, and being the key liaison with a team of important stakeholders.
- You will ensure compliance with legal and regulatory requirements in terms of data protection and copyright, as well as with University policies.

- You will also ensure content is managed in line with the requirements of the University brand guidelines, style guide and tone-of-voice guidelines, content policy and content management systems, and of user needs.
- You will participate in team discussions around the development of new digital products and channels – developing new specifications; functionality; user experience; designs; systems; and processes.
- You will contribute to the delivery of Content Policies and training programmes for use by content editors across the university.

2. Evaluation

- You will monitor web and digital performance through site analytics tools to keep our wider marketing strategy on track – creating or contributing to evaluation reports as required.
- You will be involved with analysis of competitors inside and outside of the Higher Education sector to benchmark content and digital capabilities.

3. Management

- You will manage and build relationships with key stakeholders and clients (internal (academic and central service teams); within Marketing, Communication and Engagement (including Marketing Business Partners); and external) to deliver content needs on time and to a high standard.
- You will take part in virtual project teams to deliver major integrated marketing and communication projects.
- You will build robust templates and support processes for teams within the University producing their own content – to ensure consistency, coordination and high-quality output. Act as expert consultant and help build up a central 'centre of excellence'.

Supervision received

The post-holder will report into a Senior Content Officer, who in turn reports to the Head of Content. The post-holder will have clear objectives assessed quarterly, with regular one-to-one meetings.

Supervision given

The post-holder will have no direct line management responsibilities.

Contact

There will be contact with a very wide range of people, both internal and external, up to and including the Vice-Chancellor and other senior management of the University.

Terms and conditions

The post will be based on our London Road campus in Reading.

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 which do not change the general character of the job or the level of responsibility entailed.

Date assessed: Feb 2019

PERSON SPECIFICATION

Job Title	School/Department
Content Officer	Marketing Communication & Engagement

Criteria	Essential	Desirable
Skills Required	<ul style="list-style-type: none"> • Experience of integrating social media, video and digital content into work – including editing webpages • Excellent written and verbal communication skills – able to tailor copy to different audiences and media • Eye for detail and able to build strong relationships at all levels within an organisation • Ability to define stakeholder and user requirements, to prioritise tasks and to negotiate scope of work according to need and impact on the organisation • Able to get on top of complicated material and concepts quickly • Ability to work quickly and accurately to tight deadlines 	<ul style="list-style-type: none"> • Collaborating and managing input from stakeholders up to senior levels • Trusted and sound judgement
Attainment	<ul style="list-style-type: none"> • Educated to degree level, or equivalent experience 	<ul style="list-style-type: none"> • Professional qualifications in marketing or Project Management
Knowledge	<ul style="list-style-type: none"> • Knowledge and experience of digital tools and techniques – Content Management Systems; Search Engine Optimisation; data analytics and statistics; web and social media analytics tools (e.g. Google Analytics, HootSuite) 	<ul style="list-style-type: none"> • Knowledge and understanding of the HE and wider education sectors – national/international context; public policy; research agenda; and challenges facing universities • Site Core and WordPress CMSs • Site Improve Analytics • Basic understanding of front and back-end web development coding • Familiarity with Adobe Creative Suite products (eg Photoshop)

Relevant Experience	<ul style="list-style-type: none"> • Proven experience in digital and/or marketing roles 	<ul style="list-style-type: none"> • Proven track record of managing multiple stakeholders
Disposition	<ul style="list-style-type: none"> • Self-starter • Strong team player – quick to support colleagues where needed and deliver joint-results • Creative – full of ideas • Excellent interpersonal skills – ability to present, enthuse and persuade 	<ul style="list-style-type: none"> • Confidence to challenge appropriately Influential

Completed by: Head of Content	Date: Feb 2019
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