



## 1 Advertisement

**Post Title:** Senior Content Officer

**School/department:** Business School Communications Team

**Hours:** full time hours considered up to a maximum of 36.5 FTE

Requests for flexible working options will be considered (subject to business need).

Minimum 0.8 FTE

**Location:** Brighton, United Kingdom

**Contract:** Permanent

**Reference:** 9487

**Salary:** starting at £32,982 to £37,099 per annum, pro rata if part time

**Placed on:** 18 September 2023

**Closing date:** 16 October 2023, Applications must be received by midnight of the closing date.

**Expected interview date:** To be confirmed

**Expected start date:** As soon as possible.

### Join our team as a Senior Content Officer!

Are you ready to dive into the dynamic world of strategic communications and content creation? Do you have a passion for crafting compelling stories and engaging campaigns? We're on the lookout for a creative and driven Senior Content Officer to join our global Business School Communications Team.

As a Senior Content Officer, you'll be at the heart of our Communications Team, collaborating closely with our Communications Manager, dedicated team members, clients, and stakeholders. Together, we're on a mission to bring our Business School's strategic marcomms plan to life and achieve extraordinary results.

Here's what the role entails:

**Crafting captivating content:** Get ready to lead, advise on, and support the production and publication of remarkable content and engagement campaigns. Your impeccable editing and proofreading skills will ensure that every piece we create is polished to perfection.

**Master of digital domains:** You'll take the reins of our primary communication platforms - from the digital realm to our website and vibrant social media channels. Your creative flair will make our online presence shine.

**Stakeholder superstar:** Forge meaningful relationships with key stakeholders, collaborating seamlessly with the wider University and other third-party organizations. Your knack for

networking will be key to our success.

**Championing excellence:** You'll have the exciting opportunity to contribute to School award nominations, highlighting our achievements and elevating our reputation on a grand stage.

**Coordination extraordinaire:** In partnership with our Communications Manager and colleagues, you'll coordinate and collaborate effectively on a range of activities that drive our communications strategy forward.

Now, let's talk about who you are:

**Strategic dynamo:** Your knack for maintaining oversight of communications plans and content outputs is unmatched. You're not just checking boxes – you're orchestrating impactful communication.

**Editorial guru:** Syntax, spelling, punctuation, grammar – you're the ultimate wordsmith who ensures that our content speaks clearly and resonates with diverse audiences.

**Collaboration maestro:** Working together with the Communications Manager, communications and marketing teams, and other key players is second nature to you.

**Audience whisperer:** You know how to tailor messages to hit the mark with various audiences. Whether it's prospective students, alumni, or industry partners, you're on point.

**Brand ambassador:** You're the guardian of our School and University's branding, making sure that every piece of communication aligns perfectly with our identity and accessibility standards.

Join us in making a real impact. Let's shape the future of our Business School together through innovative communication strategies and exceptional content. If you're ready to embark on this journey, apply now and let's create something extraordinary.

Please contact Serena Mitchell, Communications Manager on [s.c.mitchell@sussex.ac.uk](mailto:s.c.mitchell@sussex.ac.uk) or telephone: 0782531556 for informal enquiries.

For full details and how to apply see our [vacancies page](#)

## 2. The School / Division

The University of Sussex Business School focuses on driving innovation for social progress, with strengths in sustainability and climate change, embracing the University's strategic goal of A Better University for a Better World.

It is a [top-ranking global school](#), Top 15 in the UK and World Top 125 for Business and Economics (THE World University Rankings 2021) and 1st in the UK for annual research income (Chartered Association of Business Schools 2019-2022). The School is accredited by EQUIS and AMBA, is a member of the Chartered Association of Business Schools and a Bloomberg Experiential Learning Partner. We are committed to the

Principles of Responsible Management Education and are recognized as a pioneering institution by the Responsible Research in Business and Management network.

Established in 2009, the School brought together the world-renowned Science Policy Research Unit with the Department of Economics, already a global leader in development economics. The School offers a range of business, management, finance, accounting and marketing degrees across five departments, and houses the [UK Trade Policy Observatory](#), the [Digital Futures at Work Centre](#) and [The Centre for Inclusive Trade Policy](#), the centre of excellence for innovative trade policy research. It will soon be home to the Bennett Institute for Innovation and Policy Acceleration

For more information, visit [the website](#).

### **3. Job Description**

**Job Description for the post of:** Senior Content Officer

**Department:** Communications Team

**Section/Unit/School:** Business School

**Location:** Jubilee Building, University of Sussex

**Grade:** 6

**Responsible to:** Communications Manager

**Responsible for:** Content Officers x 2

The Senior Content Officer will work closely with the Communications Manager and Communications Team members, clients, and stakeholders to support delivery of the Business School's strategic marcomms plan and team plan. You will maintain strategic oversight of the teams' activities and content outputs to:

- lead, advise on or support the production and publication of content and engagement campaign activities, provide an editing and proof-reading service.
- manage the School's primary communications platforms (i.e., digital, website and social media)
- support relationships and interactions with key external stakeholders, including wider University and third-party organisations and service providers
- input into School award nominations
- effectively coordinate and collaborate on these and related activities with the Communications Manager

### **4. Person Specification**

#### **PRINCIPAL ACCOUNTIBILITIES**

1. Maintain strategic and operational oversight of School communications plans and outputs, including overseeing the work of content officers.
2. Editorial responsibility for all content - checking syntax, spelling, punctuation, and grammar as well as accessibility of content for non-expert audiences.

3. Collaborate effectively with the Communications Manager, the Research Communications Team, Business School Marcomms group members, School comms networks and University of Sussex CMA division on communications, engagement, and other project-related activity, as appropriate.
4. Work in partnership with faculty and other key stakeholders to lead or support the production of high-quality, targeted communications outputs and engagement activities for relevant audiences, via appropriate methods, platforms, and media.
5. Ensure communications outputs follow School and University branding, accessibility, and other policies (and advise colleagues on the application of these policies in communications contexts).

## **KEY RESPONSIBILITIES**

### **1. Key role specific responsibilities**

- 1.1 Supply senior level editorial, content commissioning and production across Business School digital and other channels, maintaining standards and accessibility. Deliver continuous improvements and ensure content is reviewed regularly.
- 1.2 Ensure our digital channels, systems and processes support the delivery of our School marketing and communication strategies and plans.
- 1.3 Provide planning support to communications manager, and planning and content advice to colleagues/teams across the School.
- 1.4 Work across School marcomms teams to ensure content and comms are aligned through forward planning and joint working opportunities are maximized.
- 1.5 Work with content producers across the University to disseminate best practice, coordinate content activity and share ideas. Act as brand guardian to ensure brand standards are maintained across all content, assets, and collateral.
- 1.6 Work with PR and third-party agencies to supply content within agreed deadlines.
- 1.7 Lead School website content optimization management, using SEO tools to improve performance, key word optimization and increase rankings on major search engines.
- 1.8 Oversee the creation and maintenance of an editorial calendar that aligns with the academic calendar, key events, and marketing campaigns.
- 1.9 Develop and implement content distribution strategies to maximize the reach and impact of the Business School's digital content, including email marketing, newsletters, and partnerships.
- 1.10 Monitor and analyze key performance indicators (KPIs) for digital content, supplying regular reports and insights to stakeholders for continuous improvement.
- 1.11 Deputise for the communications manager as needed.

### **2. Service Delivery**

- 2.1 Plan and implement team activities to ensure the achievement of team objectives.
- 2.2 Ensure effective systems and procedures are in place to support the achievement of key performance targets.

- 2.3 Support the implementation of improvements to systems and to ensure effective administration.
- 2.4 Maintain proper records and documentation equal with policy and procedure.
- 2.5 Supply reports as needed. To undertake analysis, interpretation, and presentation of standard data to inform decisions related to subject area.
- 2.6 Identify critical issues when resolving problems using university policy and procedure to support the application of resolutions.

### **3. Policy and Procedure**

- 3.1 Work within policy and procedure, providing advice to enquiries on the application of policy/procedure as needed.
- 3.2 Contribute to policy decisions and improvement in area of expertise.

### **4. Customers and Stakeholders**

- 4.1 Proactively work with internal and external stakeholders, colleagues, or students to ensure effective service delivery, supplying data and information to inform decisions, showing sensitivity when needed.

### **INDICATIVE PERFORMANCE CRITERIA**

- Responsible for supporting the achievement of relevant Business School marcomms and communications team objectives.
- You will report to the Business School Communications Manager. Working under comprehensive direction within a clear framework, you will manage your own work and achieve your agreed objectives. In doing so, you support the achievement of the strategic and operational goals of the University, Professional Services, and the Business School. You will work collaboratively across the University and with key stakeholders to deliver single team working that efficiently and effectively supports the achievement of those goals and objectives.
- Support achievement of the School's compliance with all applicable statutory and regulatory compliance obligations, including (but not limited to): UKVI, Health & Safety, the Prevent Duty, data protection, Competition and Markets Authority requirements and equal opportunities, as appropriate to the grade and role. Additionally, to promote good practice in relation to University policy, procedure, and guidance in relation to those compliance matters in respect of students, staff, and other relevant parties.

### **PERSON SPECIFICATION**

#### **ESSENTIAL CRITERIA**

- 1. Educated to degree level, or other equivalent qualification, or relevant level of experience, as appropriate to the role (see role-specific criteria below).

2. Effective management, planning and organisational skills and ability to work as part of a team, as well as independently.
3. Well-developed interpersonal and oral communication skills with the ability to influence in area of expertise, negotiate effective communications outcomes, and to build and develop strong working relationships.
4. Analytical skills with the ability to generate effective solutions and make effective decisions, delivering high quality work efficiently under pressure, within demanding timescales.
5. A commitment to providing high-quality service delivery with a flexible, can-do attitude, and to upholding the team's and organisation's reputation.
6. Effective IT Skills in MS Office.

## **ESSENTIAL ROLE SPECIFIC CRITERIA**

You must have:

1. A strong interest and experience in developing content across multiple channels and using a website content management system.
2. Ability to generate and analyse performance reports (e.g., Google Analytics, social media analytics tools) and use results to optimize digital content and create insight driven content strategies and plans.
3. Proven ability to create communications or campaign plans.
4. Experience in understanding organisational objectives and how communications and social media can help deliver on these, identifying and engaging with social media trends.
5. Skilled in writing accurate, compelling copy with a strong eye for detail, including demonstrable experience writing or reviewing content for a range of purposes and both academic and non-academic audiences.
6. Possess simple graphic design skills with experience using software such as Canva, Adobe Creative Suite, and experience collaborating with external graphic designers and or agencies.
7. Experience of video content creation or working with third party video content suppliers
8. Experience of managing people in the workplace or volunteer settings. This can include coaching and mentoring others.

## **DESIRABLE CRITERIA**

1. Experience of working in Higher Education is highly desirable but not essential.
2. A good grasp of design principles with ability in other design software or multimedia tools, such as Adobe Premiere Pro for video editing or InDesign for print design.
3. Experience with influencer marketing and building relationships with industry experts, alumni, or influencers to amplify content reach.
4. Experience with content personalization and segmentation strategies to deliver tailored content experiences based on audience preferences and behaviours.
5. Experience in crisis communication and reputation management, including the ability to respond promptly and effectively to unforeseen issues or negative feedback.
6. Proficiency in using content collaboration and project management tools (e.g., Trello, Asana) to streamline content production workflows and manage team tasks.

