



1 Advertisement

Post Title: Content Officer

School/department: School of Media, Arts and Humanities

Hours: Full time or part time hours considered up to a maximum of 36.5 hours per week. Requests for flexible working options will be considered (subject to business need).

Location: Brighton, United Kingdom

Contract: Fixed term until December 2024

Reference: 10121

Salary: starting at £27,131 to £31,411 per annum, pro rata if part time

Placed on: 17 November 2022

Closing date: 07 December 2022. Applications must be received by midnight of the closing date.

Expected Interview date: ASAP

Expected start date: ASAP

The Content Officer is a new post created within the Communications team to shape and drive forward the School's web-based content and digital presence, ensuring the right tone of voice, brand look, feel and messaging.

Working closely with colleagues from across the School and University, the Content Officer will proactively develop content and present it in an engaging way appropriate to the intended channel.

The Content Officer will have good knowledge and a passion for generating content, playing a key role in delivering vibrant and relevant content for the School website, social media, newsletters and digital channels. They will drive our online presence, increase awareness and understanding of the School through engaging with target audiences to achieve objectives.

Please contact Phil Stentiford – P.Stentiford@sussex.ac.uk for informal enquiries.

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

The University of Sussex values the diversity of its staff and students and we welcome applicants from all backgrounds.

Please note: The University requires that work undertaken for the University is performed from the UK.

2. The School / Division

The School of Media, Arts and Humanities was formally launched on 1st September 2020 and is situated in the Arts A, Arts B and Silverstone Buildings.

Media, Arts and Humanities is a School that brings together a wide range of disciplines including English, History, Art History, Philosophy, Media, Film, Music and Language Studies. The School offers a vibrant platform for high-quality teaching and learning, and cutting-edge, interdisciplinary research in a friendly and supportive atmosphere, combining theory, practice, activism and critical and creative work. For students there is a real focus on graduate employability, with an exciting industry facing curriculum with work placements and strong links with cultural institutions such as the BBC and museums, theatres and galleries around the world.

Please find further information regarding the school/division at:
<https://www.sussex.ac.uk/schools/media-arts-humanities/internal/>

3. Job Description

Job Description for the post of: Content Officer

Section/Unit/School:	School of Media, Arts and Humanities
Location:	Arts A
Grade:	5
Responsible to:	Engagement, Recruitment and Marketing Manager

PRINCIPAL ACCOUNTABILITIES

- Provide information, advice and guidance on the range of services and activities within the specified area
- Assess queries and potential issues, advising on solutions and linking with relevant operational teams
- Develop and maintain effective relationships to build confidence

KEY RESPONSIBILITIES

- Produce high quality content both copy writing and graphic layout for the School website and digital presence
- Develop content plans to ensure an excellent online user journey through the creation of copy, and graphic layout
- Work closely with the School's Marketing Manager and Faculty colleagues to ensure course content is engaging and easily found
- Evaluate the use of content and digital for channels to ensure its effective utilising feedback, analytics and testing
- Repurpose content for different audiences and channels, including prospective

students, parents, teachers and the wider public, the University website, social media

- Drive the School's content planning and co-ordination processes across all communications channels, which may involve internal and external contacts
- Assist with the management and maintenance of the School website including creating, editing, uploading and proofing content using the website content management system (CMS) and working with relevant staff in other departments to make sure material is accurate and up-to-date
- Ensure copy is written and edited to our house style and high standard of accuracy
- Work alongside the School and central teams to further develop the existing house style
- Use the University's Content Management System to edit and create web pages, and work with the web team to help develop and refine our web pages
- Contribute to and attend recruitment events e.g. Open Days and Applicant Visit Days where required
- Ensuring content adheres to appropriate policy and legal requirements, and that necessary checks happen before publishing
- Developing and maintaining productive and collaborative relationships with students, managers, colleagues, and other service areas demonstrating professional credibility
- Develop and maintain an in-depth understanding of the area within which the role operates and the work of relevant external agencies, service providers, employers and training providers
- Researching particular areas of enquiry to ensure appropriate advice is given
- Keeping up to date information regarding developments in practices and legislation within relevant areas and sharing knowledge within the team
- Where required, deliver coaching and training to develop capabilities in line with required improvements
- Maintaining and updating information systems in line with the Data Protection Act, and ensuring accurate recording of query types and suggestions ideas for improvement
- Preparing ad hoc and regular management reports on the use of the service area to aid the improvement of processes and understanding of the services provided
- Update service users on the effect of ongoing projects.
- Providing support and guidance for the service area administration team
- To carry out any other duties that are within the employee's skills and abilities whenever reasonably instructed.

Dimensions

- This role does not have any budget responsibility
- This role does not have any line management responsibility
- This role does not have any responsibilities for equipment or premises

The post holder reports to the Engagement, Recruitment and Marketing Manager. They are given clearly agreed responsibilities in specific areas. Their line manager would agree weekly tasks and duties in order to achieve their agreed objectives and support the delivery of the University's goals. The post holder may be expected to 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.

The post holder will 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.

This Job Description sets out current responsibilities of the post that may vary from time to time without changing the general character of the post or level of responsibility entailed.

4. Person Specification

ESSENTIAL CRITERIA

- Good secondary education (see role-specific criteria below)
- Effective planning and organisational skills
- Well-developed interpersonal skills with the ability to quickly build rapport
- Effective oral and written communications skills to work with colleagues and customers, providing information and responding to questions and queries
- Ability to work flexibly within a small team and on own initiative.
- Competent IT skills to effectively manage own workload – MS Suite

ESSENTIAL ROLE-SPECIFIC CRITERIA

- Good working knowledge of area of expertise
- A track record of creating and delivering engaging content for a range of formats including written, video and social media
- Experience using Adobe Creative Cloud including Photoshop, In-design and video editing skills using Premiere Pro
- Multi-skilled across all forms of communications: from developing and pitching creative ideas to editing and writing; from creating content for newsletters, internal and external websites and social media to identifying audiences and tracking and evaluating the impact of communications
- Knowledge and understanding of how to use analytical data to maximise engagement and engage with audiences in innovative ways
- Experience using CMS platforms
- Ability to manage projects to agreed timescales, capturing requirements, briefing other team members, resolving issues and leading the project through to conclusion

- Exceptional copywriting and proof-reading skills with strong attention to detail and a flair for design
- A passion for social media, a knowledge of behavioural trends and always on the lookout for new content opportunities

DESIRABLE CRITERIA

- Two years' experience in a similar role
- Two years' experience working in a university or similar environment
- Graphic Design experience

November 2022