



1 Advertisement

Post Title: Digital Content Officer

School/department: Digital and Creative Media – part of the division of Communications, Marketing and Advancement

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

Contract: permanent

Reference: 9120

Salary: starting at £27,131 to £31,411 per annum

Placed on: 19 July 2022

Closing date: 09 August 2022 Applications must be received by midnight of the closing date.

Expected Interview date: To be confirmed

Expected start date: As soon as possible

We're looking for a highly organised team player with experience of delivering digital content and a panache for writing engaging copy.

It's the Digital Content Officer's job to ensure that web content is easy to engage with, informative, accessible, visible in search engines, on-brand and portrays the vibrancy and core values of the University.

You will need a good understanding of how different digital assets can be used to best effect to make a compelling online offer that ensures an engaging user experience.

A keen eye for detail and experience in writing copy for the web, HTML and SEO are essential, as well as having knowledge of developing other digital assets to help deliver high quality digital content to further enhance the Sussex website and brand.

Please contact Adrian Imms, Head of Digital Content, for informal enquiries:
a.imms@sussex.ac.uk.

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.

The University requires that all work undertaken for the University is performed from the UK.

2. The School / Division

See more information about the division of Communications, Marketing and Advancement:

www.sussex.ac.uk/schoolsandservices/professionalservices/communications-marketing-advancement

3. Job Description

Job Description for the post of: Digital Content Officer

Department:	Digital and Creative Media
Section/Unit/School:	Communications, Marketing and Advancement
Location:	Campus/remote working
Grade:	5
Responsible to:	Head of Digital Content
Responsible for:	Creating, editing and managing engaging content on the University website and ensuring content complies with our brand and web standards.

Main tasks

1. Writing, editing and designing compelling copy and webpage content for core University websites and other digital channels.
2. Undertaking evaluation and maintenance of the website to ensure brand and web standards compliance.
3. Working with Schools and the Marketing Team to enable digital marketing activities to be tracked, monitored and evaluated.
4. Collating web data and research to evidence effectiveness of work.
5. Engage in digital activity and administration.

1 - Writing, editing and designing compelling copy and webpage content for core University websites and other digital channels.

The post-holder will be responsible for working with Digital and Creative Media and Marketing colleagues to develop compelling copy to ensure an optimal user experience on the Sussex website and other digital channels.

This may include:

- Evaluation of web content for marketing, recruitment and communication purposes and making suggestions for how web information can be improved.
- Writing, editing and checking copy for the web and social media channels.
- Ensuring content is search engine-friendly and follows accessibility standards.

2 - Undertaking evaluation and maintenance of the website to ensure brand and web standards compliance.

Working with the rest of the Digital Team and current School and Professional Services web editors you will ensure brand and web content quality standards across the full range of digital promotional and communication activity.

This will involve:

- Helping with periodic testing of existing websites against agreed standards in usability, accessibility (including mobile/device optimization), brand, SEO and content.
- Tracking the effectiveness of websites and other digital channels developed via Google Analytics and other monitoring tools.
- Ensuring digital content is on brand and complies with University web standards.

3 - Working with the Marketing Team and Schools to enable digital marketing activities to be tracked, monitored and evaluated.

The post-holder will:

- Track the effectiveness of websites and other digital channels developed via Google Analytics and/or other monitoring tools.
- Produce reports/presentations of sector best practice to inform digital content development.
- Ensure digital content is on-brand, meets web standards, and reflects key messages agreed at an institutional level.

4 - Collating web data and research to evidence effectiveness of work.

The post-holder will:

Support digital research as directed by the Head of Digital Content. Research activities may include:

- Competitor benchmarking
- Surveys
- User experience focus groups.

The Digital Content Officer will be proactive in identifying key deadlines and publication dates and updating information and plans accordingly. This will require close team working to ensure consistency and to check work. Attention to detail is essential.

The Digital Content Officer will be confident and competent in using web reporting tools, interpreting that data and explaining it to others, and will be competent in producing charts, graphs and presentations to argue their case.

5 - Engage in digital activity and administration.

The Digital Content Officer will work within the Digital and Creative Media Team to support in delivering a wide range of copy to support digital activity.

They will:

- Arrange meetings and note-taking at School and Department digital meetings, as necessary.
- Keep track of agreed actions and follow up where necessary.
- Ensure good communication and effective information sharing with other Student Recruitment and Marketing teams and academic Schools.
- Deliver training sessions where appropriate to School and Professional Services editors.
- Tracking ownership of web content.

The post-holder will be required to participate in helpdesk and advice sessions or other duties as required and support other marketing, student recruitment and communications activities as necessary.

The Digital Content Officer may from time to time be asked to produce high quality presentations and documents for a variety of purposes, all of which must be in the University's template and style. Examples include presentations on effective copywriting for Professional Services and School staff and reports on the impact of specific web pages for academic Schools.

4. Person Specification

Person Specification: Digital Content Officer

SKILLS / ABILITIES

	Essential	Desirable
Administrative skills to include good organisational and communication skills appropriate to a busy open plan office environment.	X	
Ability to take accurate notes at meetings and summarise key actions.	X	
Excellent standard of written and spoken English in all communications.	X	
Ability to write clear, concise, accurate and engaging copy for a range of marketing or student recruitment purposes and appropriate for different media.	X	
Ability to adapt written materials to make them appropriate for different marketing channels.	X	
Competent in basic HTML coding.	X	
Competent in CSS coding.		X
Competent in using Photoshop		X
Ability to deliver clear and concise, accurate and engaging communications for a variety of audiences.	X	
A proactive and innovative approach to problem solving, with an ability to adapt to changing requirements.	X	
Excellent time management and the ability to manage several different areas of work concurrently.	X	
Competence in the use of IT tools, including Word, Excel, PowerPoint and Outlook sufficient to perform the functions of the role as described in the job description.	X	
Numeracy and close attention to detail.	X	
Ability to work as part of a team and to foster good relations with a range of colleagues within and outside	X	

the institution.		
Ability to administer surveys and conduct basic data queries, neither of which require specialist knowledge or skills.	X	
Excellent customer and client-service skills.	X	

KNOWLEDGE

	Essential	Desirable
Understanding of UK system of Higher Education		X
Understanding application processes to Higher Education		X
Understanding of marketing principles	X	
Awareness of different media and comms channels and understanding how they differ in terms of audience engagement	X	
Deep understanding of the web as a communication medium, its conventions, strengths and limitations	X	
A good working knowledge of web standards around accessibility and usability	X	
Sound knowledge of good practice in web design and organisation	X	
Understanding of the concept of brand identity and brand values	X	
Understanding of the concept of visual identity to reflect brand	X	
Knowledge and understanding of the changes to UK higher education funding which have taken place during the term of the current Government and the implications of these changes for student recruitment		X

EXPERIENCE

	Essential	Desirable
Proven experience of working in digital marketing and communications	X	
Proven ability to engage positively with prospective students/customers and / or colleagues	X	
Experience using the web for marketing purposes	X	
Experience of supporting market or competitor analysis by searching for information on websites	X	
Experience of comparing data for marketing purposes	X	
Experience of evaluating the quality of web content and making suggestions for improvements	X	
Experience of using social media	X	
Experience of using Google Analytics	X	

ATTRIBUTES / PERSONAL CIRCUMSTANCES

	Essential	Desirable
Able and willing to work from 9am to 5.30pm Monday to Friday in an open-plan, desk-based role	X	

Confident in telephone and in-person engagements	X	
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