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Post Title: Head of Digital Content

School/department: Communications, Marketing and Advancement

Hours: full time or part time hours considered up to a maximum of 1 FTE. Requests for flexible working options will be considered (subject to business need).

Contract: Permanent

Reference: 7104

Salary: Starting at £42,149 to £50,296 per annum, pro rata if part time

Placed on: 13 December 2021

Closing date: 24 January 2022. Applications must be received by midnight of the closing date.

Expected interview date: To be confirmed

Expected start date: ASAP

This is an exciting opportunity to take on a senior role in the Communications, Marketing and Advancement Division.

Reporting to the Associate Director of Communications, Digital and Creative Media, you will be responsible for leading and directing the University's approach to digital content to deliver exceptional digital engagement with the University's key audience groups on our strategic objectives. This will be achieved through effective and efficient digital communications, particularly on sussex.ac.uk; on social media and through traditional channels.

You will play a vital role in ensuring that the University is able to communicate effectively through the development and design of content that reaches and engages new audiences.

You will play a leading role in ensuring that the University's recruitment targets can be met through overseeing the content direction on all appropriate channels, throughout the recruitment lifecycle. You will ensure that other senior teams across Communications, Marketing and Advancement can meet their objectives and institutional priorities by ensuring that messaging, information, advice and stories can be successfully understood, shared and enjoyed.

The University's digital content needs to demonstrate the personality of the institution, bringing our values and vision to life. The Head of Digital Content will be required to instil and inspire content creators across the University to showcase the very best of Sussex.

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

2. The School / Division

Please find further information regarding the division at

<http://www.sussex.ac.uk/schoolsandservices/professionalservices/communications-marketing-advancement>

3. Job Description

Job Description for the post of: Head of Digital Content

Department: Communications, Marketing and Advancement

Section/Unit/School: Digital and Creative Media

Location: Sussex House

Grade: 8

Responsible to: Associate Director of Communications, Digital and Creative Media

Responsible for: Web Editor; 2 x Digital Content Officers; Social Media Officer, Video Manager

Principal accountabilities:

- Provide oversight, advice and guidance on all aspects of digital content on the University's digital channels, for communications, marketing and campaigns priorities
- Ensure that the University's digital content is of an exceptionally high standard, adheres to brand guidelines and encapsulates the institutions vision and values
- Ensure that digital content creators across the University are aware of priorities, can deliver on organisational objectives and are working to best practice through developing a collaborative and supportive digital content community

Key responsibilities:

- Connect our audiences through exceptional digital content across our key channels, with primary responsibility for content on the external facing areas of sussex.ac.uk.
- Lead the development and effective delivery of high quality content to support the University's strategic objectives particularly in respect of student recruitment.
- Oversee a strategic approach to planning the commission, development and publishing of digital content to support University priorities.
- Commission specialist content and digital assets from suppliers (internal and external), ensuring that they are working to a clear and coherent brief and value for money criteria.
- Work with colleagues to ensure that the University can continue to deliver high quality experiences online, that were previously carried out in-person, such as Open Days and Applicant Visitors Days.
- Lead the improvement of digital content capability in the Communications, Marketing and Advancement Division.
- Manage the digital content team (of around six digital specialists), covering web, social and video content specialists.

- Lead the digital content community across the University including convening meetings and working groups and ensuring that these deliver effective results that are targeted and measured.
- Provide advice and support for the assessment of digital content contracts with third parties and framework agreements.
- Improve the quality of digital content across the Division by:
 - motivating and engaging the team and manage performance
 - create a positive and inclusive innovative working culture, and
 - empower all individuals in the team to develop their capability for the future including their knowledge and experience.
- Play a role as a senior leader within the Division to to share best practice approaches.
- Assess the digital content approach in all University campaigns.
- Advise the Director of Communications, Marketing and Advancement and Associate Director of Communications, Digital and Creative Media on digital content approach and how to align this with strategic priorities.
- Build relations with external digital partners to ensure that the University gets access to the best creative talent, who can create content that engages our community.

Dimensions

- This role has responsibility for the Digital budget.
- This role has line management responsibility for five staff, and overseeing a team of six staff
- The Head of Digital Content reports to the Associate Director of Communications, Digital and Creative Media, working under broad direction to enable the post holder to manage their own work and that of their team members, to achieve their agreed objectives. The role holder will play a key role in the Division in supporting the achievement of the strategic and operational goals of the University, Professional Services & their Division. The post holder is 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.
- Support achievement of the Division'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.

- Balance effectiveness and cost-efficiency in the management of the budgets you are accountable for, demonstrating compliance with Value for Money and Return on Investment principles to support the University's strategic aim to achieve a world-class standard of teaching and research by managing our resources effectively and efficiently.

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:

- Detailed understanding and demonstrable experience of digital media and social media in particular.
- Experience in digital production and development in a complex and large organisation
- Experience of developing digital content to deliver high impact campaigns that deliver on organisational targets
- Experience of transforming experiences online through the creation of digital content that engages visitors, with evidence of significant improvements across all available measures
- Experience of adapting and responding an agreed approach based on evidence
- Involvement in digital content creation related to digital opportunities that were previously delivered 'in person'
- Ability to apply digital editing skills to a wide range of content, guiding digital content creators on best practice and ensuring that tone of voice and brand guidelines are adhered to
- Experience of working at a senior level in a major organisation.

Essential role specific criteria:

- The ability to build relationships with senior leaders across the Division and in Schools, influencing colleagues on effective digital content approaches.
- Motivating teams to produce the best outcomes for our channels and maintaining a high standard at all times – not being afraid to push back if high standards are not being met
- Outstanding awareness and expertise in digital content creation, problem solving and strategic thinking skills.
- The ability to negotiate, influence and convey an argument persuasively

- The ability to build effective networks of internal and external stakeholders.
- Experience of establishing and building teams and managing performance