

1 Advertisement

Post Title: Content Officer (Digital and Creative Media)

School/department: University of Sussex Business School, Communications Team

Hours: Full time, 36.5 hours per week

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

We offer hybrid working which permits up to 50% of the role to be performed remotely, and the remainder on campus. This is a full-time role, Monday to Friday, with occasional weekend /evening working, for which time in lieu is given.

Contract: permanent

Reference: 7399

Salary: starting at £26,341 to £30,497per annum

Placed on: 13 December 2021

Closing date: 18 January 2022 Applications must be received by midnight of the closing date.

Expected Interview date: TBC

Expected start date: ASAP

Are you a highly organised team player with experience of managing social media channels, and producing a range of communications in a fast-moving environment?

The University of Sussex Business School is seeking a Content Officer (Digital and Creative Media) to join its Communications Team. You will deliver clear, effective, and timely communications aimed at both internal and external Business School audiences.

Whether you come from an in-house, agency or a higher education background, you will bring excellent client and customer service skills to work alongside our academic departments, Professional Services divisions, and directly with students.

An excellent, personable communicator with strong digital skills and creative flair, you will have a keen eye for detail, be self-driven with a can-do attitude, eager to learn and take on responsibility.

This is a fantastic opportunity for someone with a desire to develop their career in digital communications, marketing, and customer engagement. You'll work alongside experienced managers and benefit from opportunities to deepen your knowledge.

- You will have skills and experience in managing social media channels. You will be confident in co-creating engaging digital stories with students and show your flair for writing copy for different audiences across multiple channels.
- You will be able to monitor social media trends and keep up to date with platform development and new features. You will monitor digital engagement trends amongst our competitors, as well as reporting on our digital communication metrics.
- You will work with Business School clients to create, implement and evaluate targeted communication and campaign plans. Your experience in planning, creating and publishing content to social media, blogs and websites using content management systems will be essential to this role.

- You will also be able to create digital and print assets using design software, ensuring brand guidelines are met. In addition, you will work with designers and printers to produce printed materials.

This role is based in the Business School Communications Team, working alongside members of the School's Marcomms group and the University's Communications, Marketing and Advancement teams.

This is a critical time to join the team as we meet the demands of a rapidly changing world and continue to develop our services

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

2. University of Sussex Business School

The Business School has a strong international reputation and is both EQUIS and AMBA accredited. We are ranked 13th in the UK for Business and Economics (Times Higher Education World University Rankings 2021) and second amongst UK business schools for research income (CABS). We subscribe to the Principles of Responsible Education Management which support the United Nations Sustainable Development Goals. The School has a large international alumni community.

The School comprises five departments: Accounting and Finance, Economics; Management; Marketing and Strategy, and SPRU (Science Policy Research Unit). Our research output is rated as world leading and we have excellent graduate employability outcomes for Business School students. With such excellent foundations the University of Sussex Business School offers something distinctive and special to the future of business and management research and education at local, national and global levels.

Please find further information regarding the Business School on our [website](#).

The University of Sussex Communications, Marketing and Advancement division

The Business School Communications Team has close links with the University of Sussex Communications, Marketing and Advancement division which includes: Digital and Creative Media, and Marketing Development, Campaigns, Media Relations, and Development and Alumni Relations teams.

3. Job Description

Job Description for the post of: **Content Officer (Digital and Creative Media)**

Department: Communications Team, University of Sussex Business School

Location: University of Sussex Business School, Jubilee Building, Falmer

Grade: 5

Responsible to: Communications Manager

Purpose of the post:

This is a communications role with an emphasis on digital, creative, and social media content. You will create and deliver evidence-based internal and external communications and campaigns across Business School channels to engage with the School community and other key audiences. Reporting to the Communications Manager – Business School you will work closely with Business School Professional Services staff, academic faculty, students, and colleagues within our School marcomms group, and the central University of Sussex Communications, Marketing and Advancement (CMA) division. You will create and deliver digital content which supports the Business School communications strategic plan. This aligns to both the Business School strategy and the Universities Sussex 2025 strategic framework.

Main Tasks

- manage, monitor, create and schedule content to the Schools social media channels (Linked In, Instagram, Twitter, Facebook etc)
- produce and maintain content and collateral for Business School digital and creative media (newsroom, student e-zine, videos, vlogs, blogs, brochures, flyers, posters, signage etc),
- track and measure reach and impact of digital content for monthly reporting
- plan and deliver internal and external communication campaigns
- provide administration support to the Communications Manager
- monitor and maintain the Communications Team mail inbox
- advise colleagues on digital communications best practice
- support the delivery of digital marketing campaigns

Key Responsibilities: Communications and marketing

Digital and print:

- Produce communication plans for relevant Business School projects and campaigns
- Writing, editing, and checking compelling content and copy for digital channels and supporting marketing campaigns
- Source stories and images for use across relevant Business School channels
- Monitor, manage and maintain Business School digital channels: social media, e-newsletters, targeted emails, and other related communications
- Monitor, measure, and review effectiveness of Business School digital social media channels and suggest improvements

- Work closely with Business School students to commission and co-create content for our channels, such as our student news editorial panel, Student Connectors, Ambassadors, and student reps
- Create, edit, and upload video content to our digital channels
- Help update and maintain School website and intranet
- Maintain, update, and develop a range of communications collateral and standard design templates: such as banners, posters, brochures as required
- Ensure content meets brand and accessibility standards
- Keep up to date with digital communications best practice and advise colleagues
- Develop strong working relationships with key internal clients and partners: Business School academic and professional services stakeholders; colleagues in departments across the University and other Schools to ensure planned activities are joined-up and colleagues are kept updated on the latest Business School news
- Support Business School accreditation activities, by contributing relevant content and data.

- Work with Events Officer and colleagues to support Business School event publicity

Administration

- Monitor and maintain the Business School communications email in-box and respond to relevant queries and task requests
- Maintain and update the team communications forward look and social media content planning tool
- Work with the Communications Manager to maintain and update the Business communications School strategic plan
- Support the Communications Manager in developing best practice communications tools and templates
- Provide a monthly summary of communications activity and stats for communications report to SLT
- Provide administrative assistance to the Communications Manager as required
- Create presentations and reports within brand template and style guidelines

General responsibilities

- Promote best practice in communications, regarding digital content, across the University of Sussex Business School community.
- Attend staff meetings and training as required in the Business School.
- Be a key contact point for the CMA social media team
- Represent the University of Sussex Business School to a high professional standard.
- The position requires a flexible approach to work, which will entail occasional evening and/or weekend commitments, for which time in lieu will be given.

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

4. Person Specification

SKILLS / ABILITIES

	Essential	Desirable
Excellent interpersonal, written, and verbal communication skills	x	
Strong copywriting, editing and proofing skills, both in long and short form copy	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	
Competent using a range of social media channels and publishing apps (e.g. Hootsuite)	x	
Able to use publishing and design software such as Canva; Publisher, Adobe Spark etc	x	
Excellent organisational skills and the ability to manage and prioritise a diverse workload	x	
Strong attention to detail and ability to maintain accuracy whilst working under pressure	x	

Able to use own initiative and judgement, especially in relation to cross-team work	x	
Able to create and follow a communications plan	x	
Competent in short video creation and editing software		x
Competent in html coding and web content management systems		x
Excellent customer and client service skills	x	
A proactive and innovative approach to problem solving, with an ability to adapt to changing requirements.	x	

KNOWLEDGE

	Essential	Desirable
An understanding of communications, marketing or PR campaign planning, activities, and measurement	x	
Understanding of the concept of visual identity to reflect brand.	x	
Awareness of different media and communications channels and understanding how they differ in terms of audience engagement.	x	
A good working knowledge of standards around digital accessibility and usability	x	
An understanding of the University of Sussex Business School		x
An understanding of working in a Higher Education environment		x
An understanding of evaluation tools and techniques	x	
Best practice in writing for the web and social media	x	

EXPERIENCE

	Essential	Desirable
Experience of working in digital marketing or communications	x	
Experience of copy editing and copy writing for print and web	x	
Experience of using social media to promote an organisation	x	
Experience of using Google analytics and digital reporting tools	x	
Experience of producing digital publications	x	
Experience of working with a database		x
Experience of maintaining social media groups and/or webpages	x	
Experience of networking		x

PERSONAL ATTRIBUTES AND CIRCUMSTANCE

	Essential	Desirable
An enthusiastic and positive approach, and committed team player	x	
A flexible approach to work, which will entail occasional evening and weekend commitments for which time off in lieu will be given	x	

November 2021