

Job Description

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| Job Title: | Digital and Content Producer |
| Job Ref: | MKG 385 |
| Campus: | Hendon |
| Grade: | 6 |
| Period: | Permanent |
| Reporting to: | Brand Communications and Content Manager |
| Reporting to post: | None |

Overall purpose

An exceptional content producer with experience creating effective, user-led content across digital marketing channels and knowledge of print publications too.

Working alongside another Digital and Content Producer and our Digital Content Assistant, you'll develop specific expertise in a combination of the following:

- Content design for website and digital channels and key print projects
- Video storytelling
- Photography.

You'll work with colleagues across the Commercial Group and wider university to deliver content that will drive interest and engagement with target audiences – whether they are prospective students, research communities and academic peers or other stakeholders.

You'll use insight and knowledge of best practice and trends to create content for digital and print – such as information on our website, assets for marketing campaigns, shareable content for our social media channels and articles in prospectuses – that tells our stories and communicates our brand in the right way for different channels.

Principal duties and responsibilities:

Content design

- Plan, create, proof, distribute and publish editorial content for our website and digital platforms and key printed resources that is high quality and user-focused and aligned to the university's key themes, needs and priorities.
- Work closely on content design with the digital marketing team and other stakeholders when required,
- Set standards for written communications and provide advice and practical support for relevant stakeholders within the Commercial Group as well as wider colleagues to develop posts for MDX Minds, our thought leadership blog, including editing their work

- Ensure the brand and tone of voice guidelines are adhered to and implemented in all copy and content creation, adhering to appropriate sign-off procedures.
- Keep abreast of latest content trends/techniques inside and outside of higher education in the creation of engaging written content.

Multimedia content creation

- Develop regular multimedia content that delivers the university's brand messaging including writing, shooting and editing video content and brand-led photography.
- Plan and manage content to ensure effective re-use across the marketing group and other stakeholders.
- Identify requirements for content, working with academics and digital marketing team in alignment with overall content plans.
- Identify and where required, commission appropriate multimedia or interactive material – ensuring that doing so maximises target audience engagement.
- Work collaboratively with the Brand Communications and Content Manager in identifying content production needs and work with the Content Editorial Assistant to ensure timely delivery as needed.
- Assist with writing briefs and managing project timelines when commissioning content creation from external agencies.
- Curate or repurpose content for multiple channels where relevant.
- Ensure that multimedia content created by colleagues across the university, particularly video, is high quality and follows our brand and tone of voice guidelines by giving advice and feedback and adhering to appropriate sign-off procedures
- Identify and recommend innovative content ideas and formats to drive engagement, reputation and recruitment.
- Maintain awareness of competitor activity and the sector as a whole in terms of content creation and recommend new forms of content.

Content Management

- Assist the Brand Communications and Content Manager in reviewing, analysing and planning content scheduling and workflow effectively.
- Support the evaluation of the effectiveness of content against objectives and strategies and contribute to the improvement of future strategies
- Keep track of progress via the content plan calendar, ensuring that it is maintained and that projects are meeting milestones.
- Work closely with Brand Communications and Content Manager and Web team on content reviews and audits.
- Make recommendations on content across channels to improve relevance, impact and user experience.
- Liaise with the Content Editorial Assistant to update and maintain content in the content management system and wider platforms.

Stakeholder Liaison

- Liaise with key stakeholders across the university to bring their information and content ideas to life.

- Maintain links with Faculties/Schools to facilitate timely content creation with the digital marketing team.

Hours: 35.5 hours per week, actual daily hours by arrangement

Annual Leave: 30 days per annum plus eight Bank Holidays and seven University days taken at Christmas (pro rata for part-time staff) which may need to be taken as time off in lieu.

Flexibility: Please note that given the need for flexibility in order to meet the changing requirements of the University, the duties and location of this post and the role of the post-holder may be changed after consultation. The balance of duties may vary over time and will be reviewed as part of the appraisal process.

PERSON SPECIFICATION

Essential criteria:

- Extensive experience of creating user-focused written content for digital and print in a brand led marketing environment
- Evidence of developing creating multimedia storytelling content for multiple channels evidenced by a strong digital content portfolio
- Experience of producing content in a large and diverse organization – whether commercial or public sector.
- Strong time and project management skills
- Strong skills in industry-standard Adobe photo, audio and video editing software
- Experience of commissioning photography and video and working to deliver these with agency partners.
- Knowledge of usability and accessibility issues and how they relate to web publishing
- Knowledge of social media tools and website analytics tools for evaluation of content

Desirable:

- Knowledge of HE environment

No Parking at Hendon campus: There are no parking facilities for new staff joining our Hendon campus, except for Blue Badge holders. If you are applying for a post at our Hendon campus please ensure you can commute without a car.

Information on public transport to Hendon can be found here:

<http://www.mdx.ac.uk/aboutus/Location/hendon/directions/index.aspx>

We offer an interest-free season ticket loan, interest-free motorbike loan, a cycle to work scheme and bicycle and motorbike parking and changing facilities.

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Flexible working applications will be considered.

Closing date for receipt of applications-see job advertisement

Interview date- see job advertisement

What Happens Next?

If you wish to apply for this post please return to the portal and click on Apply Online.

If you wish to discuss the job in further detail please contact Lydia Horstman, Brand Communications and Content Manager, l.horstman@mdx.ac.uk