

JOB DESCRIPTION

Job Title:	Digital Content Coordinator
Ref No:	MKG529
Campus:	Hendon
Service:	Marketing
Grade:	Grade 5
Salary:	£33,125 per annum rising to £36,698 incrementally each year inclusive of Outer London Weighting
Hours:	35.5 hours per week. Actual daily hours by arrangement
Period:	Permanent
Reporting to:	Corporate Marketing Manager
Reporting to Job Holder:	N/A

Overall Purpose

This role is part of the Corporate Marketing team and provides support in the planning, creation and curation of content used for digital as well as print-based communications. It involves the development of content as well as the storage, supply, updating and version control of content. The role also involves the support of other members of the Corporate Marketing Team. There is also a critical role to play in the liaison between different functions of the wider Department, the University and external suppliers.

Principal Duties:

- Providing ongoing support, contributing to the overall strategy and success of our content for social media communities, websites and wider digital presence
- Planning and creating timely digital content which is user-focused and follows brand guidelines to drive engagement with our target audiences and is in line with the university's messaging, news and priorities
- Creating and curating social media content, including capturing events through copy, photography and short-form video, ensuring effective re-use across the directorate and other stakeholders where appropriate
- Coordinating content creation and developing the skills of our team of student contributors
- Working with other external contributors including copywriters
- Managing the uploading and storage of content within the web Content Management System (CMS), video library and MDX brand image library, minimising duplication
- Monitoring the Content Team inbox and liaising with stakeholders to administer queries including website updates, news articles and event listing creation
- Collaborating with colleagues across the directorate to ensure the creation of content is efficient, consistent and meets business objectives
- Assisting with the creation of regular team reports and coordination of team activity
- Support in ensuring the brand and tone of voice guidelines are adhered to and implemented in all copy and content creation, adhering to appropriate sign-off procedures
- Acting as an advocate for content creation best-practice for colleagues across the University
- Supporting the Corporate Marketing team with organisational and administrative tasks

- Proof reading content to ensure it is accurate error free

General:

- Liaise with internal and external suppliers ensuring quality of service and delivery
- Support the production of regular reports and data related to content performance

Additional Requirements

- As the work of the department requires significant internal and external engagement, it is expected that on campus presence will be required three days per week
- Due to the annual recruitment cycle, there are key times of the year when annual leave will not be allowed and presence on campus will be expected. These are: Open days, offer holder days, first two weeks of Clearing in August
- As student recruitment is a national activity all staff within the department are expected to support with attendance at student recruitment events, this may involve travel and occasional overnight stays
- The postholder will carry out any other duties as are within the scope, spirit and purpose of the job as requested by the line manager
- The postholder will actively follow Middlesex University policies including Equality & Diversity policies
- As duties and responsibilities change, the job description will be reviewed and amended in consultation with the postholder

The postholder should actively follow Middlesex University policies and procedures and maintain an awareness and observation of Fire and Health & Safety Regulations.

PERSON SPECIFICATION

Job title: Digital Content Coordinator

Your supporting statement on your application form will be assessed to see how you meet each of the following criteria.

SELECTION CRITERIA:

Essential

- Excellent written and verbal communication skills
- Good digital storytelling skills to write, plan, shoot and edit videos
- Excellent attention to detail and a conscientious approach to quality
- Ability to prioritise work in a busy environment, keeping colleagues up to date with the status of projects
- Knowledge of social media tools to evaluate content performance
- Experience of working in a complex organisation with multiple stakeholders
- Ability to manage multiple projects and conflicting demands
- Excellent administrative skills
- Demonstrable commitment to fairness and the principles of equality and inclusion

Desirable

- Prior experience in a similar role
- Knowledge of student recruitment challenges in Higher Education
- Previous experience of content creation for a student audience

Terms and Conditions

Diversity

We value diversity and strive to create a fairer, more equitable work environment for our staff and students. We offer a range of family friendly, inclusive employment policies, flexible working arrangements, staff diversity networks, campus facilities and services to support staff from different backgrounds.

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.

MU Services Limited

Middlesex University has established a wholly owned subsidiary, MU Services Limited, to provide professional services to the University. Staff of MU Services Limited will work alongside Middlesex University staff. All University professional services staff job descriptions, policies and procedures and the University Professional Services Staff Handbook will apply to both Middlesex University staff and MU Services Limited staff during their employment, unless where expressly stated otherwise. Staff will remain with their current employer, unless they move to an academic or academic related role.

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.

Travel to Hendon Campus

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.

Public Transport

Our Hendon Campus is well served by public transport with buses, London Underground and British Rail services all within a short walk of the campus. You can get detailed journey information from TfL (www.tfl.gov.uk) and have a look at our directions and location map to help plan your travel: <http://www.mdx.ac.uk/aboutus/Location/hendon/directions/index.aspx>

Parking

There are currently Regular Parking Permits and Pre-Paid Parking options available to new joiners. Further details are available on the Travel and Transport page on the staff intranet. Please note if the number of applications becomes oversubscribed these parking options could be withdrawn at any point.

Parking for Disabled Staff

Staff and visitors with their own current blue badge have access to free parking on campus. All blue badge holders should present a copy of their blue badge to the security office in the Quad. Holders will be given car park access up to the date of expiry of their blue badge.

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 Tom Fry, Corporate Marketing Manager, by email at t.fry@mdx.ac.uk.