



JOB DESCRIPTION

Job Title:	Digital Communications Officer
Department / Unit:	Marketing and Communications
Job type	Professional Services
Grade:	6
Accountable to:	Head of Digital
Accountable for:	N/A
Purpose of the Post	
<p>The Marketing team is responsible for motivating and engaging target external audiences by identifying, bringing to life and effectively expressing Royal Holloway's stories through a variety of channels in the most inspiring, impactful and relevant way.</p> <p>The Digital Communications Officer actively contributes to the development of, and implements, a strategic approach to maintaining and optimising www.royalholloway.ac.uk to ensure content is accurate, user-focused and engaging, in order to strengthen the reputation of Royal Holloway and support its growth ambitions.</p>	
Key Tasks	
<ol style="list-style-type: none"> 1. Be responsible for managing central webpages, ensuring they are kept up to date and refreshed regularly to maximise impact. 2. Directly create engaging, multimedia content for central and campaigns webpages that enhances and optimises their effect; including video, photography, infographics, case studies and user-generated content. 3. Develop, create and disseminate best practice resources and training for website content across College content management system users, under direction from the Head of Digital. 4. Use website analytics tools to inform strategic decisions on improving strategy, content, campaigns and best practice – by providing reporting, presentations and actionable insight, as required. 	

5. Plan and implement a website housekeeping schedule to ensure central webpages are maintained effectively; kept up-to-date, accurate and refreshed, and have the maximum impact.
6. Be recognised as the subject matter expert for website content communications queries, problems and challenges.
7. Ensure core website functionality and content works to maximum technical efficiency, in conjunction with the IT web and mobile applications development team. Generate ideas for, and contribute to the development of, new features and functionality, where necessary.
8. Champion a digital first approach to activity planning and execution, ensuring content is appropriately targeted, impactful and engaging.
9. Develop, grow and maintain effective working relationships and networks with key individuals internally.
10. Support the Digital Communications team with day to day digital content and social media work, deputising where necessary.
11. Support some out-of-hours activities and events, in accordance with the College TOIL policy. This includes, but is not limited to Applicant Visit Days and Open Days.
12. Volunteer time during the working day to support College priorities such as, but not limited to, Graduation and NSS survey completion.
13. Any other duties as required by the line manager, Assistant Directors or Director that are commensurate with the grade
Other Duties
<p>The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the College. The post holder will be expected to undertake other duties as appropriate.</p> <p>The post holder may be required to work at any of the locations at which the business of Royal Holloway is conducted.</p>

Internal and external relationships
<p>The following list is not exhaustive but the post holder will be required to liaise with:</p> <ul style="list-style-type: none">• Internal Communications team• PR team• Events team• Student Recruitment team• Admissions team• IT team• Academic staff• Other Professional Services staff• External digital services providers