



## JOB DESCRIPTION

<b>Job Title:</b>	Digital Communications Officer
<b>Department / Unit:</b>	Marketing and Communications
<b>Job type</b>	Professional Services
<b>Grade:</b>	6
<b>Accountable to:</b>	Head of Digital
<b>Purpose of the Post</b>	
<p>The Marketing group 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 <a href="http://www.royalholloway.ac.uk">www.royalholloway.ac.uk</a> to ensure content is accurate, user-focused and engaging, in order to strengthen the reputation of Royal Holloway and support its growth ambitions.</p>	
<b>Key Tasks</b>	
<p>Be responsible for managing course-related webpages, ensuring they are kept up to date and refreshed regularly to maximise impact, and ensure accuracy and alignment with the College brand.</p> <p>Support colleagues from the Marketing group to drive development and ensure accuracy of, and encourage best practice in, academic department websections, maintained by departments across the College.</p> <p>With the Head of Digital and other colleagues from the Marketing group and other departments, effectively plan and implement the annual/biannual refresh of course-related webpages.</p> <p>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.</p> <p>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</p> <p>Use website analytics tools to inform strategic decisions on improving content, campaigns and best practice pertaining to course-related webpages– by providing reporting, presentations and actionable insight, as required.</p>	

Gain an understanding of the principles of Competition and Markets Authority (CMA) guidance, relating to material information provided to prospective students which enables them to make their university choices.

Be recognised as the subject matter expert for content communications queries, problems and challenges pertaining to course-related webpages.

Ensure 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.

Champion a digital first approach to activity planning and execution, ensuring content is appropriately targeted, impactful and engaging.

Develop, grow and maintain effective working relationships and networks with key individuals internally.

Support the Digital Communications team with day to day digital content and social media work, deputising where necessary.

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.

Volunteer time during the working day to support College priorities such as, but not limited to, Graduation and NSS survey completion

Any other duties as required by the line manager, Assistant Directors or Director that are commensurate with the grade

#### **Other Duties**

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 and as requested by his/her manager.

The post holder may be required to work at any of the locations at which the business of Royal Holloway is conducted.