



JOB DESCRIPTION

Job Title:	Content Officer
Department / Unit:	Marketing and Communications
Job type	Full time, Fixed term; Professional Services
Grade:	RHUL 6
Accountable to:	Content Manager
Accountable for:	N/A
Purpose of the post	
<p>The Marketing Group creatively brings to life Royal Holloway's stories; both to engage and bring in new students and showcase the University on the global stage.</p> <p>The Content Officer contributes to and implements a strategic approach to the creation and distribution of (primarily written) content, using creative, audience-driven storytelling tactics in order to strengthen the reputation of Royal Holloway and support its growth ambitions.</p>	
Key tasks	
<ol style="list-style-type: none"> 1. Contribute to the development of strategic plans developed by the Marketing Group by generating impactful, tactical, storytelling content and implementing these activities as agreed. 2. Work closely with colleagues in the Marketing Group to understand objectives and different audience behaviours and recommend content types accordingly. 3. With the Content Manager, plan and deliver a rolling plan of activity that incorporates both proactive and reactive content opportunities, to time and on budget (where relevant). 4. Directly create engaging content for owned, earned and paid-for channels that enhances and optimises their effect; primarily through creating written copy but may also include video or audio from time to time. This includes writing to briefs delivered by colleagues and/or directly interviewing subjects in order to generate content. 5. Prepare content for distribution by colleagues via various channels, and directly upload content correctly to the University website using its content management system and associated templates. 	

6. Be responsible for the effective maintenance and regular upkeep and refresh of content on the website sections of one or more identified academic Schools. Work in conjunction with the Marketing Manager with remit for these Schools, with whom there is a dotted reporting line, and allocate appropriate time to this task as agreed with the Content Manager.
7. Be part of the group of colleagues responsible for taking advantage of ad hoc and reactive occasions to gather content; being alert to events and activities happening around the University and sharing this information with the group to ensure such opportunities are maximised.
8. In conjunction with colleagues in the Marketing Group, monitor and report on the success of different types of content delivery, and optimise activity in response to trends.
9. Develop a thorough understanding of the University's brand guidelines and ensure their implementation through your own work, as well as supporting others to do so where relevant.
10. Gaining an understanding of, and adhere to accessibility regulations and guidance, and SEO principles.
11. Ensure content created authentically reflects the diverse community of Royal Holloway.
12. Be recognised as a subject matter expert for written content communications queries and challenges in both an analogues and digital context. This includes ensuring best practice is followed in own work, in terms of copywriting and writing for the web, and that written content is accessible to all audiences, and supporting others across the Directorate to gain and utilise these skills.
13. Champion a digital first approach to activity planning and execution, ensuring content through all mediums is appropriately targeted, impactful and engaging. Specifically, show consideration of the different content requirements and specifications of various print and digital channels.
14. Develop, grow and maintain effective working relationships and networks with key individuals internally.
15. Support some out-of-hours activities and events, in accordance with the University TOIL policy. This includes, but is not limited to Applicant Visit Days and Open Days.
16. Volunteer time during the working day to support University priorities such as, but not limited to, Graduation and NSS survey completion.
17. Any other duties as required by the line manager, Deputy Director 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 University. The postholder will be expected to undertake other duties as appropriate and as requested by their manager.

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

Internal and external relationships

The following list is not exhaustive but the postholder will be required to liaise with:

- Marketing Group colleagues (including Content, Digital and CRM teams)
- Marketing Managers
- Communications team
- Student Recruitment teams
- Academic staff
- Other Professional Services staff
- Students
- External creative services providers

Details on the qualifications, experience, skills, knowledge and abilities that are needed to fulfil this role are set out below.

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Department: Marketing and Communications

	Essential	Desirable	Tested by Application Form/Interview/Test
Knowledge, Education, Qualifications and Training			
Educated to degree level or equivalent qualification.	X		Application Form
Degree/qualification or equivalent professional experience in creative writing/journalism/copywriting.		X	Application Form
Skills and Abilities			
Ability to demonstrate excellent written and verbal communication skills.	X		Interview
Ability to demonstrate excellent attention to detail and accuracy.	X		Application Form/ Interview
Ability to demonstrate excellent collaborative and persuasive skills and a track record of successful working relationships.	X		Interview
Demonstrable ability to prioritise workloads, use initiative and manage deadlines.	X		Interview
Ability to work independently and as part of a committed team	X		Interview
Demonstrable commitment to maintaining up-to-date knowledge on trends in copywriting, SEO and audience behaviour.	X		Application Form/ Interview
Experience			
Proven experience in a professional communications or marketing environment.	X		Application Form
Previous experience of researching and writing compelling articles/long form and short form copy	X		Interview/Portfolio
Experience of translating technical information into content understandable by a range of audiences.	X		Interview/Portfolio
Experience of contributing to digital channels including using website content management systems.	X		Application Form/ Interview
Experience of using analytics tools or insights to inform colleagues and digital communications activity.	X		Interview
Previous experience of creating and/or delivering content plans and campaigns	X		Application Form/ Interview

Understanding of accessibility and/or GDPR and/or SEO principles	X		Application Form/ Interview
Experience of working in Higher Education		X	Interview
Other requirements			
Ability to undertake occasional out of hours work.	X		Interview