



UNIVERSITY OF LINCOLN  
JOB DESCRIPTION

<b>JOB TITLE</b>	Content Officer				
<b>DEPARTMENT</b>	Communications, Development & Marketing				
<b>LOCATION</b>	Brayford				
<b>JOB NUMBER</b>	MR4084	<b>GRADE</b>	5	<b>DATE</b>	June 2013
<b>REPORTS TO</b>	Web and Multimedia Manager				

**CONTEXT**

This is a specialist role supporting the University's Corporate Web and Publications Teams.

The wider role will support the Communications, Development & Marketing (CDM) Department and academic Schools within the University.

**JOB PURPOSE**

The role will provide written content creation and development for print and online publications.

## KEY RESPONSIBILITIES

<b>Responsibility 1</b>
Aid the Web and Publications Teams in providing a consistent and compelling written proposition for the University's target markets.
<b>Responsibility 2</b>
Monitor and develop the correct standard of content and tone of voice for different target audiences on internal and external communications.
<b>Responsibility 3</b>
Work proactively with other staff, offering guidance in the production of copy for communications and marketing.
<b>Responsibility 4</b>
Ensure the University Image bank and online and print content is proof read, accurate, up to date and within the corporate guidelines.
<b>Responsibility 5</b>
Support development of the University's online presence through individual and collaborative projects and assignments.
<b>Responsibility 6</b>
Proactively source supplementary content which add value to marketing output e.g. case studies, images, video, interviews, statistics, news etc.
<b>Responsibility 7</b>
Update and publish content via the website content management systems, WordPress and social media.
<b>Responsibility 8</b>
Monitor and ensure all legal requirements are met in respect of work carried out e.g. accessibility, data protection, copyright etc.

**In addition to the above, undertake such duties as may reasonably be requested and that are commensurate with the nature and grade of the post.**

## ADDITIONAL INFORMATION

### Scope and dimensions of the role

The role will provide content collation and creation support to online content and print publications within CDM and the wider University.

This is a creative role and the role holder must have excellent writing and proof reading skills.

Good IT skills will be required and there will be a requirement to use some specialist software - training will be given for this.

### Key working relationships/networks

Internal	External
<ul style="list-style-type: none"><li>• All teams within CDM</li><li>• College Marketing, Information and Research Officers (MIROs)</li><li>• Academics.</li></ul>	<ul style="list-style-type: none"><li>• External content providers.</li></ul>



**UNIVERSITY OF LINCOLN  
PERSON SPECIFICATION**

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LINCOLN**

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<b>Selection Criteria</b>	<b>Essential (E) or Desirable (D)</b>	<b>Where Evidenced Application (A) Interview (I) Presentation (P) References (R)</b>
<b>Qualifications:</b>		
Degree – preferably related to the position	<b>D</b>	<b>A</b>
<b>Experience:</b>		
Significant experience of writing, editing and proof reading for marketing and communications purposes	<b>E</b>	<b>A,I</b>
Experience of organising and developing projects	<b>D</b>	<b>I</b>
Experience of working in a communications, PR, marketing related role	<b>D</b>	<b>A,I</b>
<b>Skills and Knowledge:</b>		
Ability to write creative and compelling copy	<b>E</b>	<b>A,I</b>
Appreciation of page layout and design of publications	<b>D</b>	<b>I</b>
Adapting copy for different channels	<b>E</b>	<b>I</b>
Strong IT skills	<b>E</b>	<b>A,I</b>
Knowledge of legal issues relating to copyright, data protection, disability discrimination etc.	<b>D</b>	<b>I</b>
<b>Competencies and Personal Attributes:</b>		
Good communication and interpersonal skills	<b>E</b>	<b>I</b>
Ability to understand and convey complex concepts in an effective way	<b>D</b>	<b>I</b>
Able to work on multiple projects to tight deadlines	<b>D</b>	<b>I</b>
Strong attention to detail	<b>E</b>	<b>A,I</b>
Ability to engage with staff at all levels	<b>E</b>	<b>I</b>
Self motivated, team worker	<b>E</b>	<b>I</b>
<b>Business Requirements:</b>		
Able to engage in flexible working when required	<b>E</b>	<b>I</b>

**Essential Requirements** are those, without which, a candidate would not be able to do the job. **Desirable Requirements** are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

<b>Author</b>	Chris Goddard	<b>HRBA</b>	DB
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