

**UNIVERSITY OF LINCOLN  
JOB DESCRIPTION**

<b>JOB TITLE</b>	Senior Officer (Content) – maternity cover				
<b>DEPARTMENT</b>	Communications, Development & Marketing				
<b>LOCATION</b>	Brayford Pool				
<b>JOB NUMBER</b>	CDM0020	<b>GRADE</b>	6	<b>DATE</b>	August 2018
<b>REPORTS TO</b>	Publications and Content Manager				

**CONTEXT**

This role sits within the Communications Team within the Communications, Development and Marketing department of the University of Lincoln.

The team is responsible for delivering content for online and printed communications, with overall responsibility for the University's website and prospectuses.

This role is responsible for the planning, management and execution of corporate content for the University. They will manage suppliers such as web agencies, designers and printers.

**JOB PURPOSE**

This College-facing role is responsible for the planning, management and execution of an agreed programme of activities to enhance and increase the University's presence within the Higher Education market.

Using their experience and expertise, the post holder will ensure the University's printed and online materials adhere to high professional standards, uphold the University's brand and achieve maximum impact among our target markets.

## KEY RESPONSIBILITIES

Planning and Organisation
<p>To be responsible for proactively undertaking the creation and publication of content in a timely and efficient way and to high standards, including:</p> <ul style="list-style-type: none"> <li>• Planning and implementing an annual schedule of work within their area of responsibility.</li> <li>• Planning and delivering publications to agreed timescales, including producing copy and commissioning design, print and photography</li> <li>• Taking responsibility for keeping the website accurate, up-to-date and refreshed with new and engaging content. This includes publishing content to the website and within the University's course management system, APMS</li> <li>• Creating an appropriate web presence for new programmes or initiatives</li> <li>• Agreeing timescales and delivering projects on time and within budget.</li> <li>• Managing stock levels and distribution, and recommending the purchase of appropriate quantities of publications.</li> <li>• Assisting in the creation of key messages, at University and programme-level.</li> </ul>
Management of Resources
<p>To adhere to the financial regulations of the University and department.</p> <p>To project manage external design and print suppliers, where relevant, to ensure projects are delivered on time and within budget.</p>
Liaison and Networking
<p>Work closely with colleagues in CDM and other professional service departments across the University to ensure content is accurate and up-to-date.</p> <p>Work closely with academic programme leaders and College marketing staff to ensure the University's brand is protected and to identify and produce the best marketing collateral.</p> <p>To provide specialist advice and training to colleagues across the University on appropriate publications and web publishing activities.</p>
Creativity and problem solving
<p>To apply knowledge and judgement to determine the best approach from a number of identifiable solutions in order to resolve problems.</p>
Decision-making
<p>To be an experienced team member, able to support others and be able to stand in for or cover for colleagues in similar roles and regularly provide demonstration, guidance or advice to others in the team.</p>

May lead others in departmental or team projects, such as the production of brochures, posters or adverts.

Collate information and disseminate to support planning, recruitment and marketing activities.

#### **Other Duties**

The post holder will work as a collegiate member of the CDM team. To support colleagues within the Communications Team, taking on specific duties around the development of publications and web content. This will include undertaking market research with members of our target markets on most effective online and printed publications.

Undertake any staff development deemed necessary for the effective performance of duties assigned to the post.

**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

Reporting to the Publications and Content Manager, you will provide a key role in the planning and delivery of publications and web content for the University. This role will involve analysing data, making recommendations, sharing information and evaluating outcomes.

The post holder will need to develop good practice and keep abreast of the latest developments in publishing.

### Key working relationships/networks

Internal	External
<ul style="list-style-type: none"> <li>• Director, CDM</li> <li>• Assistant Director, CDM</li> <li>• Publications and Content Manager</li> <li>• Staff within the academic colleges, including programme leaders, researchers and marketing staff</li> <li>• Colleagues in the CDM department</li> <li>• Finance</li> <li>• Students</li> </ul>	<ul style="list-style-type: none"> <li>• Designers</li> <li>• Printers</li> <li>• Photographers</li> <li>• Alumni</li> <li>• Employers</li> </ul>



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**UNIVERSITY OF LINCOLN  
PERSON SPECIFICATION**

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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 or equivalent experience	E	A
Professional marketing qualification or suitable equivalent experience	D	A
<b>Experience:</b>		
Experience of working in a publications, PR, marketing or related environment	E	A/I
Extensive experience of copywriting, editing and proof reading for marketing and communications purposes	E	A/I
Experience of web publishing	E	A/I
Experience of project managing publications	E	A/I
Experience of integrated marketing campaigns	D	A/I
Experience of project managing external design and advertising agencies	E	A/I
Experience of briefing and managing photography and videography projects	D	A/I
Experience of working in an HE environment	D	A/I
Experience of using photo manipulation software	D	A/I
Experience of using video editing software	D	A/I
Experience of working within corporate identity guidelines	D	A/I
<b>Skills and Knowledge:</b>		
Excellent planning and project management skills	E	A/I
Knowledge of Higher Education	D	I
Ability to write accurate and compelling copy	E	A/I
Ability to lead on projects	E	A/I
Ability to work to tight deadlines	E	A/I
Excellent writing skills, sub editing and proofreading	E	A/I
Ability to communicate with people at different levels	E	A/I



within an organisation		
Ability to adapt content for different channels and design layouts – digital and print	E	A/I
Competent IT skills	E	A/I
Knowledge of legal issues relating to consumer rights, copyright, data protection, disability discrimination etc.	E	A/I
<b>Competencies and Personal Attributes:</b>		
Proactive approach and self-motivated	E	I
Strong team player	E	I
Creative/innovative	E	I
Excellent time management and prioritising skills	E	A/I
Resilient and calm under tight deadlines	E	I
Ability to understand and convey complex concepts in an effective way	E	A/I
Able to work on multiple projects to tight deadlines	E	A/I
Excellent attention to detail	E	I
<b>Business Requirements</b>		
The University of Lincoln is committed to ensuring a positive work life balance for all staff and it is within this context that you will be expected to work flexibly and efficiently which, dependent upon the needs of the service and the requirements for the performance of the post, will include evenings and weekends.	E	I

**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>	ES	<b>HRBP</b>	JE
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