



UNIVERSITY OF LINCOLN
JOB DESCRIPTION

JOB TITLE	Digital Media Manager				
DEPARTMENT	Communications, Development and Marketing				
LOCATION	Brayford Pool				
JOB NUMBER	CDM0048	GRADE	7	DATE	April 2020
REPORTS TO	Assistant Director (Communications)				

CONTEXT

This role sits within the Communications team within the Communications, Development and Marketing (CDM) department of the University of Lincoln. The role will oversee all digital and on-line media activity, including paid online advertising as well as internal communications to staff and students. The role holder and will be expected to support colleagues across the University whilst having a particular focus on digital media management and production.

The Digital Media team works alongside the Content, PR and Web teams and utilise digital tools to provide and enhance the on-line window for providing information globally and interacting with stakeholders globally. They are the University's foremost tools for recruitment and awareness raising.

The role will be responsible for digital content creation and management, and will develop and maintain the online social media presence of the University. The role will work as part of a small team in order to raise the impact and profile of the University. An aptitude for graphic design or good design skills is essential.

This role is responsible for the planning, management and execution of all corporate, social media and on-line design and maintenance and for digital student recruitment across the University.

The role is responsible for the maintenance and development of digital communications platforms to enable internal communications and dialogue across the University with staff and students.

JOB PURPOSE

As part of the Communications, Development & Marketing function, the role plays a key role in helping to raise the profile and awareness of the University through the implementation and co-ordination of a range of marketing, communications and recruitment activity, with particular responsibility for co-ordinating the institutions online and digital media presence.

Reporting directly to the Assistant Director (Communications), the Digital Media Manager will play a key role in developing and safeguarding the reputation of the University of Lincoln as the head of the University's social and digital media functions. The role will play a key part in supporting the University in meeting ambitious targets around student recruitment and reputation management.

To work closely with the Communications, Web and Content Managers to ensure the on-line content is integrated, accurate and up-to-date. To use their technical specialist skills and knowledge to provide guidance and support to Content Officers, Communications Officers, Web Officers, Social Media Officers and Marketing Managers across the University to keep on-line current, impactful, inspirational and engaging.

Deliver the objectives of the Digital Media team, which are to manage engagement with stakeholders, manage content creation, support and manage recruitment activities and protect the University's reputation.

To work closely with the Web Officers and Head of Content to develop and implement exciting and innovative features and tools to keep the University digital media activity at the cutting edge of the sector.

To manage and develop digital platforms to enable effective internal communications with staff and students. To create and maintain digital content on a daily basis that reaches and engages with the University of Lincoln staff and students.

To provide regular reports on their work to their manager.

To monitor all major digital media platforms, taking a global perspective and to engage with social media users, manage enquiries, join conversations, build and maintain relationships, generate engagement, support conversion and monitor for reputational and public relations threats. The role will be a key member of the senior leadership team within CDM and be a member of the CDM incident management group (comms) which is brought together to respond to major incidents and threats to the University and work to protect the institution.

To work deliver and manage major strategic online advertising campaigns that drive the University's recruitment functions and objectives; ensuring that all content is compliant, high quality and engaging.

To manage the digital advertising budget for the department.

Support the broader objectives of the University which include increasing recruitment, profile raising and building the reputation of the institution in the UK and overseas across our portfolio.

Delivery of internal communications activity within the University community (staff and students), including on significant issues and campaigns. Particularly providing support to CDM and the wider University to provide content for the digital screens system (SUMS).

Be a member of the CDM Crisis Communications hub and be responsible for monitoring social media activity.

To line manage the Social Media Officer and Social Media Intern, and the Internal Communications Officer whilst providing support to Officers and Marketing managers across CDM and the University.

To maintain appropriate across the many varied digital platforms utilised by the university of Lincoln, from social media to advertising platforms, such as The Student Room, information must be managed and maintained as up-to-date.

To be an expert in digital media, with knowledge of emerging practices and trends within this area and to advise across the University on opportunities, threats and emergent platforms.

KEY RESPONSIBILITIES

Planning and Organisation

To be responsible for proactively managing social and digital media development for the University. They will take a global perspective to social and digital media.

To respond to client requests in the University and horizon-scan to identify and undertake opportunities and risks.

To be an expert and share technical knowledge and knowledge of the HE sector and on-line customer and competitor behaviour, perceptions and decision making processes internally and externally to the team

Provide advice to colleagues across the institution on best practices on social media and new technical developments.

Liaise with Social Media Officers and Marketing Managers in Colleges to create and schedule an annual plan for social media updates and content for the University.

Lead the delivery and planning of bespoke organic and paid online campaigns.

Build, develop and maintain relationships and work effectively with academic staff and professional services colleagues to develop appropriate content to promote the University.

Be a business partner within the CDM team.

Design innovative content and materials (including design, images and video within brand guidelines and work with the Head of Content to be cutting edge and sector leading. Maintain a consistent and compelling message and editorial voice across platforms and all on-line content. This will require providing support and training to colleagues.

Manage requests for new content and updates from across the University academic and service departments, advise on best solutions and work collaboratively with school and college officers to schedule exciting and innovative activities appropriately.

Deliver activities on time within agreed timescales

Review and monitor the effectiveness of the University's online marketing and promotional activity, providing regular reports and analysis on social media usage, engagement and trends.

Monitor social media content to provide an early warning indicator of negative on-line content and work with and support the PR team to manage content and threats to reputation.

Management of Resources

To adhere to the financial regulations of the University and department.

To effectively line manage and undertake appraisals to ensure appropriate support and development

To effectively manage agencies and ensure they meet all deadlines for social media projects to ensure these are delivered on time and within budget.

Prepare and oversee the annual schedule of activities and proposed related expenditure for the financial year.

Continuously scan and monitor global social media conversations and posts to deliver regular reviews, reports and analysis of social media to ensure on-line campaigns, tools and media are constantly developed to be efficient and effective and deliver against objectives.

Undertake on line activities and engage with conversations with the aim of creating advocates of the institution.

To proactively coach and lead Social Media Officer and Intern to ensure that they have the appropriate skills to deliver the role and that consistently high standards and process improvements are delivered across the whole team

To regularly provide specialist guidance and advice to the team.

Ensure that the appraisal processes are used and actively support the development and improved performance of staff

Ensure the team is GDPR and Consumer Rights Act compliant.

Creativity and Problem Solving

Excellent copy writer and multimedia content developer with excellent understanding of relevant legislation such as GDPR and Customer Rights Act.

To apply knowledge and judgement to determine the best approach from a number of identifiable solutions in order to resolve complex problems.

Support recruitment and conversion activities with innovative social media engagement, such as 'friends for life'.

Create and design effective and innovative on-line campaigns within the corporate guidelines with the potential to go viral.

To require knowledge and judgement to identify innovative ways to present content and identify and flag emerging digital tools and features and ways to utilise them.

To creatively undertake digital marketing activities such as creating video, optimisation, designing interactive features and innovative content.

Support the Director of CDM and Assistant Director (Communications) to provide expert social media advice. Lead on social and online advertising for the University; using expert knowledge and strategic thinking to produce effective campaigns.

Lead on creative digital projects on behalf of CDM; working with external agencies and/or internal digital teams.

Decision Making

To work with colleagues across the University and within the team to create compelling coordinated content. To input into decisions and advise local areas in identifying and delivering their social media and on-line content plans.

To share information on campaigns, recruitment and research findings to relevant colleagues across the University to advise on local content development and recruitment and marketing.

To stay current and follow best practice within their technical field and to influence colleagues within CDM and across the University.

To be involved in business planning and pilot projects across the institution.

Leadership, Management and Development

Manage the planning and implementation of a Business Partner approach aligned to academic Colleges for PR and Internal Communications functions.

As a senior member of staff in the Communications, Development and Marketing Department, the role holder will take an active involvement in formulating plans and strategies for the wider department.

Lead in the development of social media communications plans for new initiatives and projects undertaken by the University.

To proactively coach and lead the social media team to ensure that they have the appropriate skills to deliver the role and that consistently high standards and process improvements are delivered across the whole team.

To regularly provide specialist guidance and advice to the team.

Liaison and Networking

Build excellent links with influencers locally, nationally and internationally on behalf of the University.

Build excellent relationships with internal stakeholders to support high levels of engagement with social media and internal communications and marketing activities.

Provide leadership within the CDM Department and work closely with senior staff across the University to shape and communicate key corporate messages.

Other Duties

The post holder will work as a collegiate member of the CDM team. They will support colleagues within the Communications team, taking on additional duties around PR, internal communications, social media and recruitment, such as attending events.

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

The role holder will be an emergency out-of-hours contact for the CDM Communications team.

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 Assistant Director (Communications), the post holder will support in the delivery of social media and on-line marketing for the University. This role may involve collating and analysing complex data from many sources, technical specialism, sharing knowledge and evaluating outcomes.

The post holder will have direct management responsibility for all aspects of service enhancement and delivery for social media and other digital communications functions of CDM. They will provide expert advice and support to senior colleagues and develop good practice through learning from exemplar organisations.

The post holder will need to undertake some travel and develop good practice.

Key working relationships/networks

Internal	External
VCO ICT Directors of Ops, Web officers and MIROs in Schools, Colleges and Service areas Planning and Business Intelligence The Admissions Team Programme Leaders Colleagues in CDM Heads of Academic Schools and Colleges Current students Staff MIROs Finance Marketing Managers HR	Feeder institutions Other universities Alumni Applicants/Decliners Stakeholders Employers Agencies Influencers



**UNIVERSITY OF LINCOLN
PERSON SPECIFICATION**

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JOB TITLE	Digital Media Manager	JOB NUMBER	CDM0048
Selection Criteria	Essential (E) or Desirable (D)	Where Evidenced Application (A) Interview (I) Presentation (P) References (R)	
Qualifications:			
Educated to degree level or equivalent experience	E	A	
Experience:			
Experience of managing complex multi-channel digital media platforms and campaigns which are results orientated and business focused	E	A/I	
Experience of working in a HE/FE environment	E	A/I	
Experience of planning and managing online advertising and multi media advertising campaigns, and of measuring their effectiveness.			
Experience of dealing with matters of a confidential and sensitive nature	E	A/I	
Experience of dealing with a wide variety of challenging tasks, often under pressure	E	A/I	
Experience of applying initiative and knowledge to resolve complex problems	E	I	
Experience of line management	E	A/I	
Experience of utilising Finance Systems	E	A/I	
Experience of project co-ordination	E	A/I	
Skills and Knowledge:			
Excellent working knowledge of social media and web	E	A	
Excellent copy writer and multimedia content developer with excellent understanding of relevant legislation such as GDPR and CRA.	E	A	
High level written and verbal communication skills	E	A/I	
Ability to influence stakeholders at all levels both inside and outside the organisation	E	A/I	
Plan own workload and that of others	E	A/I	
Competencies and Personal Attributes:			
Enthusiasm, diligence and an ability to work through problems	E	I	
Confidence and ability to lead and manage a diverse team	E	I	
Organised, flexible and efficient with a positive and proactive approach to work	E	I	
Resilient, able to cope under pressure and in difficult situations	E	I	
Ability to command respect of colleagues at all levels across the institution	E	A/I	
Professionalism, tact and diplomacy	E	I	

Ability to work on own initiative whilst contributing as part of a team	E	I
Positive and enthusiastic approach and willing to turn hand to anything.	E	I
Business Requirements:		
The University 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
Ability and willingness to travel	D	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.

Author	ES	HRBP	HA
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