

JOB DESCRIPTION

POST TITLE: **Digital Content Producer**

GRADE/SALARY: **Operational 2 Grade, £24,372 starting salary**

RESPONSIBLE TO: **Senior Content Producer**

This role is offered on a fixed term basis until the end of August 2021

JOB SUMMARY:

The Digital Content Producer will support the production and presentation of high-quality, accessible and impactful content for use across a range of communications channels, particularly publications and digital assets for use on social media. Proofreading and editing, simple design work, video and audio editing and website editing and administration are key features of this role.

This post would suit a communications individual looking to develop their experience of editing and proofreading, creating/designing digital content, developing/administering web content, with well-developed administrative and organisational skills. Excellent written communication skills, a creative mindset, and the ability to work collaboratively with colleagues across the Communications and Policy Groups are essential.

Main responsibilities

The duties of the post will include the following:

<i>% figures give an indication of likely balance between key responsibilities although this is purely for illustration and will depend on operational needs</i>	
1. Assist the Senior Content Producer with the management of UUK outputs/content, including coordination of design, editing and proofreading; liaising with colleagues and external suppliers; planning and/or creating associated content eg promotional social media graphics; and ensuring outputs are accurate, accessible, and follow UUK brand guidelines and house style. This includes external publications, email newsletters and the website, and internal content for UUK's members.	30%
2. As directed by the Senior Content Producer, create digital content (eg graphics for social media, picture editing for website, filming and editing video) and traditional (eg briefing/factsheet templates, report covers) to support the wide-ranging policy and external relations work of UUK.	25%
3. Support the Web and Digital Communications Manager in the project management, design and delivery of a new website and digital brand refresh and improve the current UUK website and intranet, including uploading content, ensuring accuracy of content, troubleshooting, compiling analytics reports, and general administration.	25%
4. Lead one of Universities UK's digital channels: setting goals, devising content strategy and improving reach.	20%

PERSON SPECIFICATION

POST: Digital Content Producer

Essential/ Desirable	QUALIFICATIONS AND TRAINING	ASSESSED
A. WORK BACKGROUND AND EXPERIENCE		
<i>Essential</i>	Experience of editing or proofreading in a professional environment, demonstrating good attention to detail in the drafting of written materials.	<i>Application form/ interview/test</i>
<i>Essential</i>	Experience of editing and writing for digital platforms including the web, intranet, email newsletters (including using an HTML tool (eg MailChimp / Dotmailer).	<i>Application form</i>
<i>Essential</i>	Experience of digital content creation and editing, including photo editing, infographics, and the recording and editing of video/audio.	<i>Application form/interview</i>
<i>Essential</i>	Computer literacy including Excel, Word, Outlook, and PowerPoint.	<i>Application form</i>
<i>Essential</i>	Educated to degree level with a very high standard of written English.	<i>Application form</i>
<i>Essential</i>	Experience of growing social media platforms and social content strategy.	<i>Application form/interview</i>
<i>Essential</i>	Experience of using the Adobe suite for graphic design, including InDesign, Illustrator, and Photoshop.	<i>Application form</i>
<i>Essential</i>	Experience of using Final Cut Pro or similar.	<i>Application form</i>
<i>Desirable</i>	Experience of using Microsoft SharePoint or other content management systems.	<i>Application form</i>
<i>Desirable</i>	Experience of producing accessible and usable content across platforms and devices	<i>Application form</i>
B. SKILLS AND APTITUDES REQUIRED		
<i>Essential</i>	Excellent written and oral communication skills	<i>Test</i>
<i>Essential</i>	Effective interpersonal skills with the ability to get on well with others at all levels across all groups in the office whilst ensuring a high level of customer service.	<i>Interview</i>
<i>Essential</i>	Ability to provide proactive and timely support and prioritise own workload to ensure it is delivered on schedule.	<i>Application form</i>



<i>Desirable</i>	Ability to manage third party suppliers, ensuring the provision of an effective service and value for money.	<i>Interview</i>
C. SPECIALIST KNOWLEDGE REQUIRED		
<i>Desirable</i>	Interest / knowledge of the Higher Education Sector	<i>Interview</i>
D . PERSONAL QUALITIES		
<i>Essential</i>	Experience and ability to work within teams supporting others and contributing to team decisions.	<i>Application form</i>
<i>Essential</i>	Ability to work under pressure in a calm and efficient manner, with good organisational skills, and an ability to manage competing priorities and deadlines.	<i>Interview</i>

This job description will be reviewed and amended in the light of changing professional demands. A job description is not a rigid or inflexible document but acts to provide guidelines to the duties expected while in post.