

Digital Content Producer:

Recruitment pack

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A message from our CEO, Vivienne Stern

Universities UK (UUK) is the collective voice of universities in England, Scotland, Wales and Northern Ireland. We bring them together to pursue a common cause: thriving universities, serving society.

My journey at UUK started as a Parliamentary Officer and I have progressed through the organisation from there, with the opportunity to work across a range of different teams, up to becoming CEO. This is testament to the fact that at UUK we support our people to succeed, helping us achieve our ambitious goals as an organisation as a result.

At UUK we believe that supporting our people to succeed involves prioritising wellbeing at work and being an inclusive employer. We employ a total of just under 160 staff across the UUK Group. In our 2023 staff survey, I am proud that we scored higher than similar organisations for caring about our employees and treating them with fairness and respect, and that 86 per cent felt proud to work for UUK.

I am continually inspired by the passion and talent of the team at UUK. If you care about higher education, its ability to transform people's lives and its impact on wider society, then, in my opinion, there is no better place to do it than here.

Who are we?

At Universities UK, we harness the power of the UK's universities and create the conditions for them to thrive. We are the collective voice of 141 universities, bringing them together to pursue a common cause: thriving universities, serving society.

This mission forms the core of our [strategic plan](#) which runs to 2030 and sets out our ambitions for the sector. Our influence, convening power, and insight will enable our universities to:

- transform the lives of more people from the UK and around the world through high-quality education.
- drive greater growth and prosperity through the knowledge and skills they generate, creating places that allow communities to flourish.
- be globally competitive centres of research, at the forefront of making ground-breaking discoveries with the power to change our world.

To help them achieve this we will:

- secure sustainable funding that enables our universities to serve society better.
- build trust and confidence that our universities are a national asset to be proud of and are acting in the best interests of society.



Role description

Post title: Digital Content Producer

Responsible to: Strategic Communications and Campaigns Lead

Salary: £29,383 – £32,650 (dependant on experience)

Location: London

The team: This role sits within our Content and Campaigns Team. Our Content and Campaigns team provides digital communications and campaign support to colleagues across the institution, as well as collaborating closely with colleagues to create impactful and accessible content. Creating impactful communications is at the centre of what we do.

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 content for our website and digital assets for social media. Proofreading and editing, design work, video and audio editing, website editing, and administration are key features of this role.

This post would suit an 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 UUK's Communications and Policy teams are essential.

Main responsibilities:

- Assist the Web and Content Officer and Senior Digital Producer with the management of UUK outputs/content, including coordination of design, editing and proofreading; liaising with colleagues and external suppliers; planning associated content eg promotional social media graphics; and ensuring outputs are accurate, accessible, and follow UUK brand guidelines and house style. This includes content for UUK's website, social media channels, and internal content for UUK's members.
- Play a key role in the design and proofreading of our publications using Adobe InDesign and Microsoft Word, ensuring our publications meet brand and tone of voice guidelines and all accessibility standards.
- As directed by the Web and Content Officer and Senior Digital Producer create digital content (eg graphics for social media, picture editing and copywriting for website, filming and editing video) to support the wide ranging policy and external relations work of UUK.
- Support the Strategic Communications and Campaigns Lead and the Web and Content Officer in managing UUK's website, members area, intranet and public contact 'infobox'. This includes uploading content, ensuring accuracy of content, troubleshooting, compiling analytics reports, replying to enquiries and general administration including invoice management and minute taking.
- Lead UUK's central digital channels by setting goals, devising content and improving engagement

Compliance and governance

- to take responsibility for own health and safety in line with UUK H&S policy and current legislation and undertake such responsibilities as they relate to any employees, volunteers or contractors for which the post is responsible.
- to ensure compliance with UUK's internal procedures and all external legal requirements.

Personal effectiveness

- to take responsibility as far as is practical for own personal development to ensure that personal knowledge and skills are updated to ensure effectiveness in meeting work objectives.

General

- to show respect to colleagues, external partners and stakeholders, and to understand and adhere to UUK's Equal Opportunity policy, UUK Staff Standards of Conduct, and UUK's organisational capabilities.
- to work collegially, and to support all the teams which the post has contact with, in achieving the organisation's objectives.
- any other duties commensurate with the grade and level of responsibility of this post, for which the post holder has the necessary experience and/or training.
- 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.

Last reviewed: *04 November 2025*

Person specification

Essential skills:

Essential skills	Assessment
Experience of editing or proofreading for digital platforms in a professional environment, demonstrating good attention to detail in the drafting of written materials.	Application form Interview Test
Experience of digital content creation and editing including; photo editing, simple graphics, the recording and editing of video/audio, email newsletters (including using an HTML tool (eg MailChimp / Click Dimensions).	Application form Interview
Computer literacy including Excel, Word, Outlook, and PowerPoint	Application form
Educated to degree level with a very high standard of written and spoken English.	Application form Test
Experience of growing social media platforms and social content strategy, knowledge of social media trends and content that works well.	Application form Interview Test
Experience of using the Adobe suite for graphic design and video editing including InDesign, Illustrator, and Photoshop.	Application form
Effective interpersonal skills with the ability to get on well with and support others at all levels across all groups in the office whilst ensuring a high level of customer service.	Interview Application form

Ability to work under pressure in a calm and efficient manner, with good organisational and prioritisation skills, and an ability to manage competing priorities and deadlines.	Application form Interview
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Demonstratable experience of embedding inclusivity into your work.	Application form Interview
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Desirable skills:

Desirable skills	Assessed by
Experience of using Drupal or other content management systems.	Application form
Experience of producing accessible and usable content across platforms and devices	Application form
Ability to manage third party suppliers, ensuring the provision of an effective service and value for money.	Interview
Interest / knowledge of the Higher Education Sector	Interview

Working at UUK: Benefits

If you care about higher education, its ability to transform people's lives and impact wider society, joining our team is a great opportunity.

Universities play a huge part in our everyday lives, and we want to help them make even more of a difference. We bring together leaders of UK universities to discuss higher education issues and represent and campaign on their behalf to the government, business, the media and beyond.

People drive our success, and we value everyone's work.

Universities UK operates a hybrid working framework involving the opportunity to work from home and in the office. There will be a small number of roles where employees will be required to work from an office, but typically the majority of employees will be able to work remotely on average 60% of their working week. All employees are welcome to use their contractual office for their whole working week if that is their preference.

"I joined Universities UK three months after leaving university, and I immediately felt so welcomed and supported. I've been given opportunities to develop new skills, get involved in such a variety of interesting projects and work with colleagues across the organisation. It's a really friendly place to work and I feel trusted and valued to put my own views and ideas into practice."

Sofia Henderson, Senior Content Producer

TO FIND OUT MORE ABOUT STAFF BENEFITS AND WELLBEING, VISIT OUR [WORKING AT UUK PAGE](#)

Staff benefits

Leave



- 27 days annual leave rising to 30 days after 3 years' service and 32 days after 5 years' service plus bank holidays.
- 4 closure days between Christmas and New year.
- 2 days paid leave each year for volunteering activities

Well being



- Access to 24 hour 7 day a week Employee Assistant Programme which extends access to close family.
- Virtual Medical Care – 24 hour access to GP consultations.
- Mental Health First Aiders.
- Staff network groups.

Financial wellbeing



- Interest free season ticket loans after 6 months.
- Staff benefit fund loan scheme
- 'learn for you' – claim **£100 each** year tax free towards hobbies and activities outside of work.
- Funding support for continuing development, up to 2/3 of course costs paid with the remaining funded through an interest free loan recovered through monthly pay.
- Generous pension scheme (USS or SAUL depending on role).
- Salary sacrifice Cyclescheme.
- Salary progression plans.
- a £45 contribution every two years towards eye tests and the purchase of glasses where required.

Home working



- Hybrid Working policy – 40% of time averaged over a month to be spent in the office or meeting face to face with stakeholders, allowing 60% of time to be worked from home.
- Support for homeworking set up.

External schemes



- Charity worker discounts.
- Apple hardware discount scheme.
- Access to Able Futures for mental wellbeing support.

Our office facilities



- Tea/coffee/milk provided for refreshments.
- Kitchens available in all offices with access to fridges and microwaves.
- Shower facilities available (London and Cardiff).
- Cycle storage facilities.



Equality, diversity and inclusion

We want every member of staff to feel that they belong, can be themselves and that their opinion counts.

We can only reach our ambitious goals with multi-skilled, multi-experienced teams. Different perspectives make our work better.

What unites us is a passion for higher education and the enthusiasm to spread the message about the positive impacts UK universities have on our society.

We are committed to the equal treatment of all current and prospective employees and do not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership. We aspire to have a diverse and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply and join UUK.

An equal, inclusive and diverse place to work

Equality, diversity and inclusion help create new ideas and approaches to teaching, learning and research. With that in mind, we're building a culture where difference is valued. We're constantly evolving the programmes and tools that help all employees grow and manage rewarding careers.

**TO FIND OUT MORE ABOUT EQUALITY, DIVERSITY AND INCLUSION AT UNIVERSITIES UK,
READ OUR [INCLUSION AND DIVERSITY ACTION PLAN](#)**

Staff engagement and wellbeing at work

Staff engagement

In our 2023 staff survey, we scored higher than similar organisations for caring about our employees and treating them with fairness and respect, and that 86 per cent felt proud to work for UUK.

Wellbeing at work

We care about the mental health and wellbeing of all our staff. Having open and honest conversations about mental health is important to us. Our commitment to staff wellbeing includes:

- Training some members of staff to become mental health first aiders so they are there for colleagues who need support and advice.
- Raising awareness by recognising Mental Health Awareness Week with external speakers, opportunities to come together and talk and take part in activities
- Training for managers and all staff on mental health awareness
- Employee Assistance support helpline.



Universities UK is the collective voice of 141 universities in England, Scotland, Wales and Northern Ireland.

Our mission is to create the conditions for

UK universities to be the best in the world; maximising their positive impact locally, nationally and globally.

Universities UK acts on behalf of universities, represented by their heads of institution



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