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1   Advertisement

Post Title: Digital Content Officer
School/department: Digital and Creative Media – part of the division of Communications, Marketing and Advancement
Hours: Full time – 36.5 hours
Requests for flexible working options will be considered (subject to business need).
Contract: Permanent
Reference: 21178
Salary: starting at £28,759 to £32,982 per annum, pro rata if part time
Placed on: 22 September 2023
Closing date: 09 October 2023. Applications must be received by midnight of the closing date.
Expected Interview date: To be confirmed
Expected start date: As soon as possible

We're looking for a highly organised team player with experience of writing user-focused copy, and editing and consolidating content for various audiences.

It's a Digital Content Officer's job to make sure web content is easy to understand, informative, accessible, on-brand and visible in search engines.

You need a solid understanding of how different digital assets can be combined to create an engaging offer that helps users achieve the things they need to do online.

You'll also possess a keen eye for detail while working on various tasks, from reactive deadlines to longer term projects.

Your skills will enhance the Sussex website and brand, portraying the vibrancy and core values of the University.

Contact Adrian Imms, Head of Digital Content, for informal enquiries: a.imms@sussex.ac.uk.

For full details and how to apply see our [vacancies page](#).

The University of Sussex values the diversity of its staff and students and we welcome applicants from all backgrounds.

The University requires that all work undertaken for the University is performed from the UK.

2.   The School / Division

See more information about the division of Communications, Marketing and

Advancement:
https://staff.sussex.ac.uk/us/services/communication-marketing-advancement

3.   Job Description

Job Description for the post of: Digital Content Officer

Department: Digital and Creative Media

Section/Unit/School: Communications, Marketing and Advancement

Location: Campus/remote working

Grade: 5

Responsible to: Head of Digital Content

Responsible for: Creating, editing and managing engaging content on the
                             University website and ensuring content complies with our
                             brand and web standards.

Main tasks:

1 – Writing and editing compelling content for core University web pages and other
digital channels.

This includes:

- writing content for web pages and other digital platforms;
- editing existing copy to bring it in line with house style and our tone of voice,
  either within our content management systems or on documents to be signed off
  by other people;
- checking and proofing content, making changes where necessary;
- proactively identifying key deadlines and publication dates and updating
  information and plans accordingly.

2 – Evaluating and maintaining the website to ensure brand and web standards
compliance, consolidating content to boost SEO performance.

This may involve:

- ensuring digital content across a range of digital promotional and communication
  activity is on brand and complies with University web standards, working with
  other University staff where necessary;
- helping to test existing web pages against agreed standards in usability,
  accessibility (including mobile/device optimisation), brand, SEO and content;
- tracking the effectiveness of digital content using GA4 and other monitoring tools;
- identifying where content can be deleted or consolidated into other areas to
  improve SEO.

3 – Working with colleagues across Schools, Marketing, Communications and other departments to update and improve content.

This includes:

- suggesting how web content can be improved to meet web best practice;
- ensuring content is accurate and updated quickly to meet business aims and our users' needs;
- making sure digital content follows accessibility standards, so that anyone can get information about the University regardless of any impairment;
- updating links, descriptions and database information so that modules, feeds, news and events appear on relevant web pages as expected;
- checking digital content reflects key messages agreed at an institutional level.

4 – Collating data and research through analytics to evidence effectiveness of work.

Activities may include:

- auditing content across the Sussex domain;
- researching competitor web pages and digital solutions;
- working with the Digital Analyst and UX Design Manager to present findings to colleagues in a clear way that will help inform digital content development.

5 – Carry out other digital activities and administration to support the work of the department.

Working within Digital and Creative Media, this could include:

- delivering training or advice sessions where appropriate to other website editors;
- monitoring ownership and editor rights of digital content and updating system administrators and managers as needed;
- assisting on digital projects that help to deliver the department's objectives;
- arranging meetings that support the department's aims, taking notes, keeping track of agreed actions and following up where necessary;
- sharing information clearly and collaboratively with other professional services and academic colleagues.

This job description sets out current duties of the post that may vary from time to time without changing the general character of the post or the level of responsibility entailed. Other duties may be assigned by the Head of Digital Content, the Associate Director of Digital and Creative Media or the Executive Director of Communications, Marketing and Advancement, towards achieving our shared objectives.

4. Person Specification

Person Specification: Digital Content Officer

SKILLS / ABILITIES

	Essential	Desirable
Ability to write clear, concise, accurate and engaging copy for a range of marketing or communications purposes and a variety of audiences.	X	
Ability to adapt written materials to make them appropriate for different marketing channels.	X	
Excellent standard of written and spoken English in all communications, providing information and responding to questions and queries.	X	
A proactive and innovative approach to problem solving, with an ability to assess problems effectively and adapt to changing requirements.	X	
Excellent time management and the ability to manage different deadlines concurrently, working either flexibly within a team or on your own initiative.	X	
Close attention to detail and numerate.	X	
Competent in basic HTML coding and an understanding of the principles of CSS.	X	
Competent in using Photoshop to edit images.	X	
Ability to work as part of a team, with excellent interpersonal, customer and client-service skills, and the ability to quickly build rapport.	X	
Administrative skills to include effective communication, note-taking and organization, appropriate for a busy open-plan office environment.		X

KNOWLEDGE

	Essential	Desirable
Understanding of marketing principles.	X	
Awareness of different media and comms channels and understanding how they differ in terms of audience engagement.	X	
Deep understanding of the web as a communication medium, its conventions, strengths and limitations.	X	
A good knowledge of web best practice, accessibility and usability.	X	
Sound knowledge of good practice in web design and organising information.	X	
Understanding brand identity and brand values, and how visual identity reflects brand.	X	
Understanding of UK system of Higher Education, its application processes for prospective students and challenges within the sector.		X

EXPERIENCE

	Essential	Desirable
Proven experience of writing and editing user-focused website content for a wide audience.	X	
Proven ability to engage positively with customers and colleagues.	X	
Proven experience of working in digital marketing, communications or the media, using the web to attract users, readers and customers.	X	
Experience of supporting market or competitor analysis by searching for information on websites and comparing data for business purposes.	X	
Experience of evaluating the quality of web content and making suggestions for improvements.	X	
Experience of using social media.		X
Experience of using Google Analytics/GA4.		X

ATTRIBUTES / PERSONAL CIRCUMSTANCES

	Essential	Desirable
Able and willing to work within a flexible environment including home- and office-based time at our beautiful campus in Falmer.	X	
Confident in voice call, video call and in-person engagements.	X	