



## Job Description

<b>Job Title:</b>	Digital Communications Manager
<b>Reporting to:</b>	Director of Development, Communications and Alumni Relations
<b>Contract type:</b>	Permanent, hybrid working negotiable – three days (minimum) in the office

### Job Summary

We are looking for a Digital Communications Manager to oversee and manage University College's digital output. The post-holder will work with colleagues across College to maximize the potential of our online presence to: extend our reach, attract the best students, academics and staff, reflect positively our values and achievements and to build the community of Univ's alumni and friends. They will be responsible for implementing the digital communications strategy.

Digital communications is a College-wide resource, which supports many departments, including Development, events, domestic bursary, the library and academic office. The post-holder will develop collaborative relationships across the College, in order to prioritize campaigns, messages and channels. The Digital Communications Manager also works closely with the central University's Communications team on the ongoing Digital Transformation Plan.

The post-holder will be responsible for maintaining the College website and intranet, managing our social media presence (Instagram, Facebook, LinkedIn, X, YouTube); together with orchestrating internal communications channels, such as display screens and weekly e-newsletters.

Content creation and excellent writing is an important part of this role, requiring creativity, video-creation, photography and design and editing skills to engage and inspire our audiences.

The Digital Communications Manager has line management responsibility for the part-time Communications Assistant, providing training, coaching and development support where necessary. You will work alongside the Communications Officer to ensure the college's Communications are optimized, strategic and deliver on core objectives.

## Main Duties and Responsibilities

- 1) To implement University College's Digital Communications Strategy and work in partnership with the Communications Officer to deliver the broader Communications Strategy. To innovate and learn continually to extend our reach and build affinity for the College among its audiences.
- 2) To act as editor of the College's digital channels, ensuring that they remain up-to-date, SEO-optimized, high-performing, accurate and visually appealing. This will involve liaison with internal stakeholders and staff members at senior level. The post-holder will be expected to:
  - a. coordinate and encourage those responsible for particular sections of the College websites to maintain fresh, compelling, innovative, and regularly updated content;
  - b. identify opportunities to create new engaging content and adapt that content for use across our internal and external digital channels;
  - c. support the College's Development and Events schedule with digital communications;
  - d. ensure that the College's intranet functions effectively;
  - e. keep abreast of new developments in digital, how our channels are impacting Search Engine Optimization and to recommend changes and additions to digital marketing and communications strategies as appropriate;
  - f. engage with external audiences through our digital channels, building community and enhancing perceptions of the College.
- 3) To advise Senior College Officers on digital communications strategy and message development, in order to:
  - a. provide recommendations on the use of video, podcasting, and other digital media as required for College purposes;
  - b. initiate media and/or use the College's own digital channels to raise the profile of Univ and its activities;
  - c. make use of digital communications and channels to optimize the College's fundraising activities;
  - d. react to relevant outside and internal events and developments and ensure that the College's digital response is appropriate and timely;
  - e. report to various committees and forums, both internal and external, as required.
- 4) To manage the College's digital asset repository and to train and oversee the uploading of images by other departments and managing the approval process. To source suitable images for use in College digital communications and fundraising material.
- 5) To generate engaging content for internal and external audiences, across our channel mix, for example to:
  - a. work with departments helping them to generate news stories

which showcase the College's excellence in teaching, and current and past students who have benefited from it;

- b. report on research achievements of Fellows, lecturers and students;
  - c. create new content, based on the objectives of the Digital Communications Strategy;
  - d. monitor and report on analytics and audience trends using appropriate software;
- 6) To oversee the College's relationships with external web and social media companies.

## Person Specification

### Essential

- 1) Experience of managing digital channels and knowledge of current trends.
- 2) Strong written and verbal communication skills with experience in writing content for digital media channels.
- 3) Search Engine Optimization.
- 4) Line management experience.
- 5) Good interpersonal skills and the ability to work with a wide range of people, including Fellows, students, alumni, and external collaborators; ability to convey technical information to non-technical users.
- 6) Capacity to handle multiple projects in an organised and professional manner; strong time management and prioritizing skills.
- 7) Extensive experience of updating web content Content Management Systems; and proven experience with systems such as Drupal and Wordpress, knowledge of basic HTML and PHP coding for adapting existing web pages, strong Photoshop and digital design skills using Canva or other software. Experience of using web analytics to report on performance metrics.
- 8) Experience in creating integrated digital assets (PowerPoints, slideshows, photography, video production, other designed digital assets).
- 9) Awareness of existing laws regarding data-protection accessibility etc. and the ability to work with the College's Data Protection Officer to adhere to the legal requirements and University guidelines.
- 10) Project and campaign management experience.
- 11) Capacity to work independently and to solve problems, in an organized and professional manner.

### Desirable

- 1) Educated to a degree level, preferably in a communications-related field (e.g. English, journalism, marketing, digital media).
- 2) A journalistic background with experience in conducting interviews and writing long-form features would be an advantage.
- 3) Creativity and flair, with the ability to generate new ideas to keep content fresh and engaging.
- 4) Experience of working in higher education.
- 5) Strong connections within the digital media and communications sectors.
- 6) The ability and confidence to present to committees at senior management level; experience of presentation and public speaking an advantage.
- 7) Experience of drafting project briefs and coordinating work with external providers.