

Role Description

Grade & Salary:	4 : £25,728 - £30,688 per annum
Campus Location:	Sighthill
Line Manager:	Creative Manager
Line Management Responsibility for:	None
Role Summary:	<p>The Marketing and Communications Department aims to be regarded as a strategic service that is integral to the delivery of Strategy 2020 by providing innovative and expert marketing and communications advice and services. Our key objectives are to:</p> <ul style="list-style-type: none"> a) To support the recruitment and conversion of prospective students in conjunction with UK and EU Student Recruitment & Admissions and International Operations by delivering evidence-based activities in content marketing, online and offline promotion and advertising, design and communications. b) To help drive the internal and external academic reputation of the University through promoting its strengths in research and teaching. c) Deliver a positive and engaging user journey on the corporate website (www.napier.ac.uk) for key defined audiences who are integral to meeting Strategy 2020. d) To embed a strong and effective brand value proposition in all marketing and communications activities e) Provide a professional Marketing and Communications service to the University community, prioritising the activities outlined above, including advice, delivery of work and maintaining a network of third-party suppliers. <p>The role holder will liaise directly with internal clients to interpret their requirements into appropriate multimedia solutions (animations, presentations, VR/AR etc) in line with the brand guidelines. The role will work collaboratively with other staff in the overall Marketing and Communications function including working closely with the departmental Film Producer to create engaging films.</p>

Main Duties and Responsibilities

- Provide creative multimedia and digital motions solutions to be used online (www.napier.ac.uk, social media, email marketing and MyNapier student portal) which drive engagement to help achieve the strategic goals of Edinburgh Napier University

➤	Perform a client-facing role when required: taking briefs, conceptualising ideas, storyboard creative approaches and presenting to the client
➤	Ensure multimedia and digital motions solutions are optimised to enhance marketing and measurement
➤	Collaborate with colleagues on the development of new multimedia products and innovations
➤	Apply creative and consistent use of the University's brand guidelines
➤	Manage workload assigned by the direct line manager and work in collaboration with other departmental colleagues in order to deliver multiple client requests – monitoring timescales, expected delivery date, costs and budget
➤	To pro-actively keep up to date with developments and the latest techniques in multimedia and digital design.
➤	To undertake any other duties as may reasonably be required by their direct manager and the Assistant Director (Marketing, Brand and Communications)

Person Specification

Attributes	❖ Essential Selection Criteria	Desirable Selection Criteria
Education/Qualifications	<ul style="list-style-type: none"> Degree or equivalent in a relevant subject matter 	<ul style="list-style-type: none"> Further qualification or CPD in Design, Marketing, Digital media
Experience	<ul style="list-style-type: none"> Experience of working within a communications/marketing environment delivering on agreed objectives and operational priorities Demonstrable experience of producing and publishing multimedia and digital/motion graphics for websites, social media, online advertising and email marketing which have successfully delivered online engagement Demonstrable experience of providing creative consultancy to clients, interpreting their requirements into engaging solutions through brainstorming, storyboarding and evaluation Online portfolio available for consultation 	<ul style="list-style-type: none"> Experience of film production Experience of adhering to and maintaining brand guidelines Experience of Augmented and/or Virtual Reality

<p>Skills/Personal Requirements</p>	<ul style="list-style-type: none"> • In depth working knowledge of After Effects, Illustrator and Photoshop • Proven ability to provide creative design solutions and original design concepts that translate to a variety of media • Excellent project management, organisational and scheduling capabilities • Excellent interpersonal and communication (oral and written) skills including accuracy and excellent attention to detail • Commitment to high service standards and customer focus 	<ul style="list-style-type: none"> • Enthusiasm for pro-actively keeping up to date with the latest digital technologies • Ability to collaborate in multimedia projects, providing quality on-brand graphics for film titles and typography animation
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