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| Content Executive | edinburgh_napier_logo |
| Role Description |  |

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| **Grade & Salary:** | | Grade 4 |
| **Campus Location:** | | Sighthill |
| **Line Manager:** | | Senior Marketing Executive |
| **Line Management Responsibility for:** | | N/A |
| **Role Summary:** | | The Marketing and External Relations Department aims to be regarded as a strategic service that is integral to the delivery of University Strategy by providing innovative and expert marketing and communications advice and services. Our key objectives are to:   1. Support the recruitment and conversion of prospective students by delivering personalised and evidence-based activities in content marketing 2. Drive the internal and external academic reputation of the University, including a positive and engaging user journey on [www.napier.ac.uk](http://www.napier.ac.uk) 3. Create a consistent visual brand across all online and offline communications to engage students, staff, alumni and stakeholders 4. Provide a professional results-focused Marketing and Communications service to the University community, prioritising the activities outlined above, prioritising Strategic objectives.   The Content Executive has a key role in supporting the achievement of these goals by producing great on and offline content across our marketing channels. This will be content which inspires and engages a wide range of audiences.  You will work closely with experts across the University to create this outstanding content across our communication channels, based on data and research that develops a deep understanding of our users and audiences and what they require from the University. |
| **Main Duties and Responsibilities** | | |
|  | Contribute to and implement the Marketing Strategy under the direction of their line manager, the Head of Marketing and the Director of Marketing and External Relations | |
|  | Support the strategic priorities of the University by creating targeted, engaging and up-to-date content, including copy, imagery, video and information for online course listings, on online/offline platforms that meets user requirements and brand and style guidelines. | |
|  | Update, edit and approve web content, including course information, corporate information, news and events using the Sitecore content management system. | |
|  | Support the development of new website areas, pages and functionality by working closely with stakeholders and assisting with implementation, including working with the in-house creative team to create and develop multimedia content | |
|  | Ensure all content is optimised for both internal and external search and is shared through other relevant channels, including social media. | |
|  | Support the marketing team in collating, editing and proofing offline materials as required. | |
|  | Support external and internal marketing and communications campaigns through the delivery of appropriate content for digital platforms and publications. | |
|  | Approve content, give recommendations and offer advice to other users of digital communication tools throughout the University. | |
|  | Develop & maintain effective working relationships with departmental colleagues,developing and proactively seek out fresh and creative content. | |
|  | Contribute to the development and effective use of social media tools for marketing and communication throughout the University. | |
|  | Use tools such as Google Analytics to evaluate the effectiveness of the University website and digital channels and make recommendations for improvements. | |
|  | Use data and market research to develop a deeper understanding of our users and their requirements. | |
|  | Provide training and support to colleagues on editing the website and digital platforms. | |
|  | Maintain a thorough awareness of developments and trends in digital marketing and communications and make recommendations as appropriate. | |
|  | Any other duties as required by the line manager and other department managers/directors. | |
|  | Be responsible for ensuring that the information and records processed (received, created, used, stored, destroyed) on behalf of the University are managed in compliance with ALL applicable legislation, codes and policies e.g. [Data Protection](http://staff.napier.ac.uk/services/secretary/governance/DataProtection/Pages/default.aspx), [Information Security](http://staff.napier.ac.uk/services/cit/infosecurity/Pages/InformationSecurity.aspx) and [Records Management](http://staff.napier.ac.uk/services/secretary/governance/records/Pages/default.aspx) | |

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| Person Specification |  |

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| **Attributes** | **Essential Requirements** | **Desirable Requirements** |
| Education/Qualifications | * Undergraduate degree or equivalent, or equivalent relevant experience. | * Postgraduate or professional qualification in a relevant subject, for example in a communications or marketing discipline or equivalent. |
| **Experience** | * Proven experience of taking a content marketing approach to brief in and create compelling content and convey key messages across different channels. * Experience of working within a marketing environment, meetingagreed objectives and organisational priorities. * Experience of working closely with subject-matter experts, staff and students to produce engaging, accurate and up-to-date content on complex subjects * Experience of using research and data including Google Analytics to inform and evaluate content campaigns. * Experience and understanding of digital best practice and search engine optimisation. | * Experience of working in the further/higher education sector. * Experience of creating and scheduling content campaigns on social media, including Facebook and Twitter. * Experience of communicating effectively with external agencies including briefing and monitoring progress against agreed deadlines. * Experience of using content management systems * Experience of creating digital graphics and videos and an understanding of Adobe Creative Cloud, including Photoshop. |
| **Skills/Personal Requirements** | * Excellent interpersonal and communication skills including the ability to manage expectations, advise and influence stakeholders and provide verbal and written updates to senior colleagues. * Excellent attention to detail alongside writing, editing and proof-reading skills and an understanding of how these apply to web content. * Excellent organisational and project management skills including the ability to prioritise tasks and juggle changing priorities. * Commitment to deliveringhigh service standards and a customer focused approach. * Excellent IT skills, including use of Microsoft Office, and Google Analytics * Creative and innovative approach to problem solving. * Ability to work as part of a team and on own initiative. * Proactive approach to developing effective working relationships with key stakeholders | * Understanding of legislation governing websites including data protection and accessibility issues. |

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