

Student Communications Officer	
Role Description	

Grade:	Grade 4
Campus Location:	Core campus will be Sighthill but presence will be also be required at our Merchiston and Craiglockhart campuses
Line Manager:	Student Communications Partner
Line Management Responsibility for:	None
Role Summary:	<p>The Marketing and External Relations department acts as a strategic service that is integral to the delivery of the University's strategy, by providing innovative and expert marketing and communications advice and services. Our key objectives are to:</p> <ol style="list-style-type: none"> a) Support the recruitment and conversion of prospective students by delivering personalised and evidence-based activities in content marketing b) Drive the internal and external academic reputation of the University, including a positive and engaging user journey on www.napier.ac.uk c) Create a consistent visual brand across all online and offline communications to engage students, staff, alumni and stakeholders d) Provide a professional results-focused Marketing and Communications service to the University community, prioritising the activities outlined above, prioritising Strategic objectives. <p>The Student Communications Officer sits within the Student Communications team and is responsible for:</p> <ul style="list-style-type: none"> • digital content creation and management, and for developing and maintaining an online presence which actively promotes University events and activities on our website, intranet, social media, and partner websites, tracking key site metrics and using data to measure engagement and increase this activity. • promoting engagement by creating targeted, engaging, and up-to-date content, including writing sharp, accurate copy, commissioning engaging imagery, motion graphics and videos, online and in print.

Main Duties and Responsibilities

➤	In line with the departmental objectives, plan and deliver creative and engaging marketing, communications and social media campaigns which drive student satisfaction, awareness, and engagement.
➤	Create targeted, engaging and up-to-date content, including copy, imagery, video and information on online/offline platforms to support team priorities and meet both user requirements and brand/style guidelines.
➤	Support the development of new website areas, pages and functionality by working closely with stakeholders and assisting with implementation. Manage and monitor a variety of digital platforms, including websites and social media channels.
➤	Develop & maintain effective working relationships with departmental colleagues and senior stakeholders to develop and proactively seek out fresh and creative content, which promotes engagement and actively promotes University events and activities.
➤	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.
➤	Work closely with colleagues across the Marketing and External Relations department to ensure the efficient delivery of graphic design, multimedia and online content to support planned activities.
➤	Monitor, evaluate and report on marketing campaigns and activities, using this information to make recommendations to drive future success.
➤	Engage with and support key stakeholders across the University.
➤	Provide subject matter expertise to internal clients, including translating requests for marketing support into effective briefs, making recommendations for potential approaches or leading on projects where required
➤	Undertake market, audience and competitor research and use this to inform recommendations when planning campaigns and activities. Keep up to date with developments and trends in marketing, communications and the higher education sector and identify opportunities for improving the University's digital presence or marketing activities.
➤	To 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, Information Security and Records Management.
➤	Any other duties requested by the line manager and Director of Marketing & External Relations.

Person Specification

Attributes	Essential Requirements	Desirable Requirements
Education/Qualifications	<ul style="list-style-type: none"> • Degree or equivalent 	<ul style="list-style-type: none"> • Further study in a related discipline/ Postgraduate Qualification
Experience	<ul style="list-style-type: none"> • Experience of working within a <u>communications</u> or marketing environment delivering on agreed objectives and operational priorities • Experience of working on effective, creative and inspiring on-and offline campaigns, from brief to execution and evaluation • Experience of evaluating and reporting on communications activities and using these to inform future decision-making • Experience of managing a range of competing priorities and stakeholders • Experience of using CMS platforms to update and improve webpages. • Experience of tracking website performance and reporting on outcomes. • A strong understanding of social media channels and experience of creating and scheduling content for different platforms and audiences. 	<ul style="list-style-type: none"> • Knowledge of marketing and communications consumption preferences across University target markets • Experience of using content management system

Skills/Personal Requirements	<ul style="list-style-type: none"> • Creative thinker with proven ability to devise <u>communications or</u> marketing campaigns • Proven ability to write compelling copy and create engaging content which conveys key messages, including an excellent attention to detail. • Excellent project management and organisational skills • Excellent IT skills, including an understanding of and ability to make the most of the communication capabilities of digital media 	
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Attributes	Essential Requirements	Desirable Requirements
	<ul style="list-style-type: none"> • Excellent interpersonal and communication (oral and written) skills to engage key stakeholders • Commitment to high service standards and customer focus • Proven ability to work both within a team and on own initiative • Analytical skills to source and interpret data and market intelligence and turn this into recommendations for successful campaign activities 	