Content Producer

External Relations

Closing date: 9 November 2017

Interview date: Anticipated to be held on 6 December 2017

Vacancy reference: 6106
INTRODUCTION

York is a very strong and globally-recognised institution with ambitious plans for the future. In order to achieve its ambitions, the University recognises that effective marketing is critical to maintaining and strengthening its position in a globally-competitive higher education environment.

Following a significant restructure, a new Marketing department was created in February in order to deliver an agile, responsive and professional service to support departments across the University. The new team aims to transform University marketing and provide ‘best in class’ solutions and services.

This is an exciting opportunity to join a new team and to play a key role in the delivery of highly-effective marketing at York.

We are recruiting to a number of roles in our Content and Communications team and have a range of roles available both fixed-term and permanent and full and part-time.
Main purpose of the role

As a Content Producer you will commission, write, design, edit and distribute content, ensuring the audience is consistently drawn in by the informative and accurate messages. Providing marketing solutions to objectives and problems highlighted in marketing plans, you will use your writing and editing skills to ensure the York brand is accurately reflected in everything you produce.

You will specifically focus on one of the following areas:

News Articles and content to promote **Research**:

Working closely with our Media Relations team you will support our academic departments to shape and develop content highlighting advances in our research, successful grants and academic appointments.

**Email communications to prospective students:**

Using our new Customer Relationship Management (CRM) system you will develop engaging email content to enhance engagement and maximise attendance at events and ultimately convert prospective students to enrol at the University.

**Content to promote the strengths of our academic departments or services:**

To create content for one of our faculties or service areas, placing it across the most relevant digital platforms and preparing it for print. Building close relationships, you will develop a deep understanding of the unique strengths and cultures of your academic departments or service areas, utilising this knowledge to craft words that engage with the reader every time.

Key responsibilities

(Role holders will be required to undertake some or all of the duties below)

- Ensure content is clear, accurate and engaging and always tailored to the target audience
- Develop targeted content to be used across a range of channels including the website, social media, customer relationship management system (CRM) and print
- Build productive relationships with colleagues in each academic department and professional services, providing responsive communications support as needed
- Work closely with the Strategic Marketing Managers to develop marketing solutions as identified in the Marketing action plans
- Work with the Content and Communications team to streamline the process for collecting, editing and writing information, so that it can be used for both digital and print
- Work with the Strategic Marketing Managers and the Content and Communications Manager to create an editorial calendar specifically targeting the audience
- Develop and maintain an understanding of the needs and expectations of the audience
- Work with colleagues across Content and Communications to ensure consistent information and messages are communicated to enhance audience engagement
- Keep on top of digital developments across the University, sharing expertise with colleagues in order to develop applications that will enhance audience engagement
- Maintain up-to-date knowledge of digital marketing techniques and delivery, in order to provide professional advice to the University
- Develop online advertising campaigns where appropriate
- Contribute to the development of social media, online forums and e-marketing tools as an integral part of the Marketing Strategy. Plan, implement and evaluate online marketing campaigns

**JOB DESCRIPTION**

**At a glance**

**Salary**  
Grade 5 / £24,983 a year

**Hours of work**  
37 hours, Full time

**Contract type**  
Fixed term and permanent positions available

**Based at**  
Heslington Campus East and West

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JOB DESCRIPTION

- Lead and contribute to market research using focus groups and questionnaires to gain student insights and evaluate effectiveness of specific marketing initiatives

- Provide support, guidance and training to internal stakeholders in relation to writing for the web and the use of the Web CMS

- Work flexibly with colleagues to provide out-of-hours support and cover other roles when necessary, always maintaining the highest of standards

The above list of duties is not exhaustive and is subject to change. The post holder may be required to undertake others duties within the scope and grading of the post.
# PERSON SPECIFICATION

## Qualifications

<table>
<thead>
<tr>
<th>Qualification</th>
<th>Essential/Desirable</th>
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</thead>
<tbody>
<tr>
<td>Undergraduate degree or with equivalent professional experience</td>
<td>Essential</td>
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<tr>
<td>Marketing qualification</td>
<td>Desirable</td>
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## Knowledge

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<tr>
<th>Knowledge</th>
<th>Essential/Desirable</th>
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<tbody>
<tr>
<td>Understanding of student motivations and needs</td>
<td>Desirable</td>
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<tr>
<td>Good understanding of the role of effective communications and management of reputation in the research funding environment</td>
<td>Desirable</td>
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<td>Good understanding of the role of effective email communications</td>
<td>Desirable</td>
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<td>Commitment to improve the target audience experience with a solid understanding of usability</td>
<td>Essential</td>
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<tr>
<td>Demonstrable understanding of the practices and techniques related to web accessibility</td>
<td>Desirable</td>
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<tr>
<td>Knowledge of web technologies and social media and their application in communication and marketing</td>
<td>Essential</td>
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## Skills, abilities and competencies

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<thead>
<tr>
<th>Ability</th>
<th>Essential/Desirable</th>
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</thead>
<tbody>
<tr>
<td>Ability to write content for the web and print, with excellent proofreading skills</td>
<td>Essential</td>
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<tr>
<td>Ability to select, edit and optimise appropriate imagery for use online and in print</td>
<td>Essential</td>
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<tr>
<td>Ability to work to pre-defined content and design guidelines</td>
<td>Essential</td>
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<tr>
<td>Ability to use negotiation skills in order to have open discussion with individuals and groups</td>
<td>Essential</td>
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# PERSON SPECIFICATION

## Experience

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<tr>
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<th>Essential / Desirable</th>
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<tbody>
<tr>
<td>Experience editing html</td>
<td>Essential</td>
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<tr>
<td>Experience of managing priorities</td>
<td>Essential</td>
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<tr>
<td>Experience developing web-based marketing communications and solutions</td>
<td>Essential</td>
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<tr>
<td>Experience of developing email content strategies</td>
<td>Desirable</td>
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<td>Experience of developing content strategies to be applied to social media</td>
<td>Desirable</td>
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<td>Experience communicating with an international audience</td>
<td>Desirable</td>
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<tr>
<td>Experience of using Site Manager (the University of York’s Web CMS)</td>
<td>Desirable</td>
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<td>Experience creating video/audio content for the web</td>
<td>Desirable</td>
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## Personal attributes

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<th>Essential / Desirable</th>
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<tbody>
<tr>
<td>Excellent written and verbal communication skills with the ability to communicate clearly with all colleagues and a diverse external audience</td>
<td>Essential</td>
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<tr>
<td>Good organisational and self-management skills</td>
<td>Essential</td>
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<tr>
<td>Proactive approach to keeping up-to-date with developments in your area of expertise</td>
<td>Essential</td>
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<tr>
<td>Ability to work as part of a team</td>
<td>Essential</td>
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<tr>
<td>Ability to manage expectations and workloads</td>
<td>Essential</td>
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Marketing is an exciting new department in the External Relations directorate and has been created following a significant restructure.

Bringing together a wide range of knowledge and expertise, the Marketing department has responsibility for brand, identity, content, communications, design and digital at York. The team provide agile, responsive and professional support to departments across the University in order to maintain and strengthen the University’s reputation across the globe.

Working across five key workstreams: brand, research profile, student recruitment, student experience and staff engagement, the team work in partnership with University colleagues to provide ‘best in class’ marketing solutions and services to achieve institutional and departmental objectives.
Founded on principles of excellence, equality and opportunity for all, the University of York opened in 1963 with just 230 students. In 2017 it is the home of more than 17,000 students across more than 30 academic departments and research centres. Since opening over fifty years ago, we have become one of the world’s leading universities and a member of the prestigious Russell Group.

We are consistently recognised as one of the leading Higher Education Institutes and one of just six post-war universities which appear in the world top 100 (2013-14) and 15th in the Times & Sunday Times league table (2016). The University of York has won six Times Higher Education (THE) Awards and five Queen’s Anniversary Prizes.

The University is proud of its association with Athena SWAN, holding 12 awards in support of gender equality, representation and success for all, with gold awards for Chemistry and Biology and a University-wide bronze award.

Of 154 universities that took part in the Research Excellence Framework (REF) in 2014, The University of York ranked 14th overall and 10th for the impact of our research. The University is consistently in the top ten UK research universities and attracts over £60m a year of funding from research alone.

Our vision is to make the University of York a world leader in the creation of knowledge through fundamental and applied research, the sharing of knowledge by teaching students from varied backgrounds and the application of knowledge for the health, prosperity and well-being of people and society.
**Attractive workplace**

Centred around the picturesque village of Heslington on the edge of the city of York, our colleges are set in an attractive landscaped campus. York enjoys a safe, friendly atmosphere with facilities including bars, shops, theatres and concert halls all within easy walking distance.

The University has undergone an unprecedented period of expansion and renewal since 2000. We have invested in twenty new buildings on the original campus and have completed the first and second phases of a £750m campus expansion. Our investment in new colleges, teaching and learning spaces, laboratories, research facilities and a new sports village mean there has never been a better time to join us.

During this period of change we've worked hard to retain our friendly, informal and collegiate atmosphere, which is important to our core values of inclusivity and interdisciplinarity.

We have a thriving international community and are committed to providing staff moving to York with as much support as possible through our [Relocation Package](#) and [Welcome Officers](#).

The University aims to offer a nurturing and supportive environment as an employer. Flexible working hours, nursery facilities, childcare vouchers, cycle to work scheme, generous holidays and an attractive pension scheme all make the University of York one of the region’s leading employers.

For further information please visit our [employee benefit pages](#)
THE CITY AND THE REGION

The City of York

Internationally acclaimed for its rich heritage and historic architecture, York's bustling streets are filled with visitors from all over the world. Within its medieval walls you will find the iconic gothic Minster, Clifford’s Tower and the Shambles - just a few of the many attractions.

But York isn’t just a great place to visit - it's also a great place to live and work. While nourishing a vibrant cosmopolitan atmosphere, York still maintains the friendly sense of community unique to a small city.

Visit www.visityork.org for more information on the city of York

Shopping, culture and entertainment

York boasts specialist and unique boutiques but also all the high street stores on its busy shopping streets. Alongside them you will find cinemas, theatres, an opera house, art galleries, a vast range of restaurants, live music venues and clubs. York is particularly renowned for its multitude of pubs and bars, from the modern to the medieval.

Housing and schools

Whether you choose to live close to the city, in one of the surrounding villages or further afield, you will find a wide range of housing within comfortable distance of York and the University. For families, the area has a range of excellent schools both in the state and independent sector.

Great location

York is one of Britain's best-connected cities. Halfway between London and Edinburgh on the East Coast mainline, on intercity trains you can reach London King’s Cross in less than two hours and Edinburgh in two and a half hours. York is also well served by road links, and it is easily accessible from the A1, M1 and the M62.

For those travelling from overseas, Manchester Airport is two hours away and Heathrow Airport just three and a half. Flights from nearby Leeds Bradford Airport provide easy access to mainland Europe. By Eurostar from London St Pancras, Paris is just over six hours away.

Yorkshire

The Lonely Planet guide recently declared Yorkshire the third best region in the world to visit. There is something to cater to every taste, whether it be the rugged landscapes of the Moors or the Dales, the picturesque seaside towns of Scarborough and Robin Hoods Bay, the gothic architecture of Whitby or the vibrancy of cosmopolitan Leeds.
Apply online

- Go to https://jobs.york.ac.uk
- Find this job using reference 6106
- Complete the online application form

You will need to submit your completed application by midnight (local UK time) on 9 November 2017

What will I need?

We will ask you for details of:

- your employment history
- relevant qualifications
- two referees

You need to be ready to show us how you meet the requirements of the job, either in a written statement and / or by answering questions.

Help and assistance

Direct any informal queries to alice.mannix@york.ac.uk

If you have any questions about your application, contact the HR Services team:

recruitment@york.ac.uk
+44 (0) 1904 324835