Content Assistant
External Relations

Closing date: 30 October 2017
Interview date: Anticipated to be held on 16 November 2017
Vacancy reference: 6105
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.
### JOB DESCRIPTION

#### At a glance

<table>
<thead>
<tr>
<th>Salary</th>
<th>Grade 4 / £20,989 a year</th>
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<tbody>
<tr>
<td>Hours of work</td>
<td>Full time, 37 hours a week</td>
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<tr>
<td>Contract type</td>
<td>Fixed term from January—July 2018</td>
</tr>
<tr>
<td>Based at</td>
<td>Heslington Campus West</td>
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#### Main purpose of the role

- To provide first-line Marketing support within the team and to academic departments and professional services across the University, ensuring we offer a friendly, professional, pro-active service to all.

- You will be responsible for supporting users of our Web CMS and for the creation and updating of content across a variety of platforms. You will ensure a consistent tone of voice is applied to all content and that content is accurate and engaging.

#### Key responsibilities

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

- Provide high-quality support and ensure that tasks are completed to a high standard in a timely fashion or escalated to the Support Team Lead where required.

- Adhere to processes for managing incoming work and maintaining service standards.

- Develop content for digital and physical media that is accurate, engaging and in line with the University brand.

- Contribute to publishing of information on the University’s social media channels and responding to incoming queries on those channels.

- Provide support and guidance to internal stakeholders on effective digital communications and use of the Web CMS and other platforms.

- Develop content for online advertising campaigns where appropriate.

- Work flexibly with the team to provide cover and support to various areas, gaining sufficient understanding of other roles and processes to enable us to operate to a high standard even under pressure.

- Develop and maintain an understanding of the needs and expectations of our audiences.

- Work with Content and Communications colleagues to ensure all information and messages being communicated are consistent, thereby enhancing engagement with the audience.

- 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>Essential / Desirable</th>
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<tbody>
<tr>
<td><strong>Qualifications</strong></td>
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<tr>
<td>5 GCSE passes at grades C including Maths and English, equivalent educational qualification or relevant experience</td>
<td>Essential</td>
</tr>
<tr>
<td>At least BTEC Higher Diploma or an equivalent qualification in computing, electronics or related discipline</td>
<td>Desirable</td>
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<tr>
<td>Undergraduate degree or with equivalent professional experience</td>
<td>Essential</td>
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### Knowledge

<table>
<thead>
<tr>
<th>Essential / Desirable</th>
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<tbody>
<tr>
<td><strong>Knowledge</strong></td>
<td></td>
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<tr>
<td>Understanding of what makes a good digital user experience</td>
<td>Essential</td>
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<tr>
<td>Solid knowledge of ZenDesk</td>
<td>Desirable</td>
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### Skills, abilities and competencies

<table>
<thead>
<tr>
<th>Essential / Desirable</th>
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<tr>
<td><strong>Skills, abilities and competencies</strong></td>
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<tr>
<td>Excellent writing and proofreading skills with the ability to write content for the web, social media and print that engages audiences and meets brand guidelines</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 create and manage web content using TerminalFour Site Manager (the University of York’s Web CMS), including user management and problem resolution</td>
<td>Desirable</td>
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## PERSON SPECIFICATION

### Experience

<table>
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<th>Experience working in a support team environment</th>
<th>Desirable</th>
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<tr>
<td>Experience developing marketing and communications content for digital and print media</td>
<td>Desirable</td>
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### Personal attributes

| Excellent written and verbal communication skills with the ability to clearly communicate with technical and non-technical colleagues and a diverse external audience | Essential |
| Good organisational skills, with the ability to manage expectations and juggle competing workloads | Essential |
| Positive and pro-active commitment to delivering great work and helping provide a high quality service | Essential |
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 6105
- Complete the online application form

You will need to submit your completed application by midnight (local UK time) on 30 October 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