Marketing Content Developer

**Department:** External Relations  
**Hours of work:** Full time, 37 a week  
**Contract type:** 2 years fixed-term  
**Salary:** £25,941 a year / Grade 5
Introduction

The recently formed Marketing, Recruitment, Admissions and Outreach team makes up part of the External Relations Directorate and has around 110 people working on Admissions, Widening Participation, Access and Outreach, Schools and Colleges Liaison (SCL) and Marketing.

The Student Recruitment and Marketing team within MRAO are tasked with developing strategies that help shape the University’s future student populations by attracting and retaining the best students, regardless of their backgrounds.

Main purpose of the role

We’re looking for an experienced content specialist to join our Marketing team to help tell the world about who we are and what we do, in particular why study at the University of York is such a great choice. This role will be involved developing a wide range of written and digital content to communicate with various groups of potential students and their influencers. The content will be used across many different types of media, including social channels, emails, web and in printed publications.

As one of the UK’s leading universities, situated in one of the UK’s most beautiful cities, we offer an inspiring place to work, with an exceptional environment for staff and students. Now is a really exciting time to join the University, as we’re currently shaping our bold vision for the future. We’re looking at how we can further our contributions to solving the major global challenges affecting humanity. We’re thinking about how we can advance the value, purpose and relevance of higher education to society.

This role is fixed for a two year period. You’ll specifically focus on content for prospective students and you’ll develop an in-depth understanding of the student journey and decision-making processes and help us to attract talented students from all backgrounds. You’ll work closely with other teams in the University to understand how your content can work in the best possible way for users - on topics ranging from applying to a course to exploring student life on campus and life in the city.

What you’ll do

- You’ll craft clear, persuasive and user-friendly content for a range of platforms across digital and print.
- Drawing on the expertise across the Marketing and wider MRAO team - from user research and customer insights around into the student journey, through to web development, design, photography and video - you’ll work collaboratively to create engaging content.
- Working alongside subject matter experts across the University, you’ll develop a deep understanding of our audiences and York’s offer to students. In particular, what content and communications are likely to resonate with those considering higher education at undergraduate and postgraduate level.
- You will work as part of a team to develop content to support wider marketing recruitment campaigns running across UK and international markets.

What you’ll bring

- Passionate about clear and engaging content, you’ll finesse every word and have a keen eye for detail and imagery.
- You’ll know what it takes to plan and deliver effective content experiences, from writing content plans to setting measurable content goals and using data to review and evaluate performance.
- Your strong organisational and communication skills will help you to juggle competing workloads and build strong working relationships with colleagues across the University.

Key responsibilities

(Role holders will be required to undertake some or all of the duties below)
• Develop a detailed understanding of our target audiences and their user needs
• Plan, deliver and evaluate digital and print projects to support wider strategic marketing and communications objectives
• Create and edit content (copy and other content) to be used on the website, social media, email, online advertising, other digital channels, and in print
• Ensure content is clear, accurate and engaging and always tailored to the target audience and channel
• Help to develop mechanisms for how we collect and re-purpose content across marketing materials
• Plan, implement and evaluate online marketing campaigns
• Work with colleagues across Marketing to ensure consistent information and messages are communicated to enhance engagement with our audiences
• Build effective working relationships with colleagues across the University and provide efficient communications support as required
• Work closely with the Marketing Managers to develop marketing solutions
• Maintain up-to-date knowledge of digital marketing techniques and delivery, in order to provide professional advice to the University
• Lead on and contribute to market and audience research to gain audience insights and evaluate the effectiveness of specific marketing initiatives
• Provide support, guidance and training to internal stakeholders in relation to writing excellent, user-focused content, and the use of the Web CMS and Marketing CRM systems
• 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 other duties within the scope and grading of the post.
## Person specification

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

- Knowledge of how to improve engagement with our target audiences through the building of usable and compelling digital experiences | Essential |
- Understanding of the practices and techniques related to web accessibility | Essential |
- Understanding of student motivations and needs, including international students | Desirable |
- Understanding of the motivations and interests of our research audiences | Desirable |
- Understanding of the role of effective communications and management of reputation in the research funding environment | Desirable |

### Skills, abilities and competencies

- Ability to write targeted, compelling, high quality copy for use online and in print, is consistent, accurate and on-style | Essential |
- Excellent attention to detail with strong proofreading skills and the ability to ensure content | Essential |
- Ability to select, edit and commission appropriate imagery for use online and in print | Essential |
- Ability to work to content and design guidelines | Essential |
- Proactive approach to keeping up-to-date with developments in your area of expertise | Essential |

### Experience

- Experience developing digital marketing solutions, across web and social media | Essential |
- Experience of developing content strategies | Essential |
- Experience of managing projects to deliver digital or print marketing solutions | Essential |
- Experience of editing HTML | Essential |
- Experience of developing and implementing content governance processes | Desirable |
- Experience of developing content for online advertising campaigns | Desirable |
- Experience communicating with an international audience | Desirable |
| Experience of using Terminal Four Site Manager (the University of York’s website content management system) | Desirable |
| Experience creating video/audio content for the web | Desirable |

**Personal attributes**

| Excellent written and verbal communication skills with the ability to communicate clearly with all colleagues and a diverse external audience | Essential |
| Experience of effectively managing conflicting priorities and workloads | Essential |
| Ability to work as part of a team | Essential |
| Ability to use negotiation skills in order to have an open discussion with individuals and groups | Essential |