

private & confidential

Role Description



Content Executive (Digital Engagement)

For further information please contact:

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Foreword from Nick Foley Director of Communications

Dear candidate,

Thank you so much for your interest in the University of Warwick.

This is a hugely exciting time to join our communications team and create something truly special, different, and meaningful.

It's unusual to ever get the opportunity to build a team and function from scratch. To do it within a truly world-class university is almost unheard of.

But that's exactly what we're doing at Warwick.

We're rebooting our approach to how, what and where we communicate with our audiences so we're making an impact rather than creating a noise.

This is a team which will be made up of ambitious, curious, smart and friendly people who will help shape and deliver our new direction together.

Who we are?

We're a world-leading university with the highest academic and research standards. We were founded in 1965 with a mandate to change, shake up and improve what universities could be and should be, making higher education more relevant to more people, and rooted in a pioneering spirit of ensuring what we do has a positive impact and practical benefit on society.

That same transformational spirit guides who we are today.

Back in our founding year, we welcomed just a few hundred students to Warwick. Today, we have nearly 30,000 from more than 100 countries, and 7,000 staff members, including over 1,000 researchers.

We're a place of possibility. We're always looking for new ways to make things happen.

Warwick provides a supportive environment in which you can make an impact.

And our students, alumni and staff are consistently making an impact - the kind that changes lives, whether close to home or on a global scale.

It's the achievements of our people that help explain why our levels of research excellence and scholarship are recognised internationally.

It's a prime attraction for some of the biggest names in worldwide business and industry. It's why we're ranked highly in the lists of great UK and world universities.

My vision for the team



My team - corporate communications - leads on media relations, social media, employee engagement and reputation management. We form part of the Marketing, Communications and Insight function.

We communicate with millions of people through our channels, as well as driving engagement and fostering a sense of pride in the university with our staff and students. The sector is more complex and competitive than at any time in its history, making our role more important than ever before.

That's why we need to create an integrated approach to our communications – so we're telling our stories on the right channels, with the right content at the right times.

I want us to be ambitious, bold and to test new approaches, to be driven by insights and focused on our audiences.

Our communications will project our status as a world class university – by being world class in our content, our storytelling and in our messaging.

Everything we do must be high quality. Every piece of communication must count, have an impact and a purpose in order to build a clear and compelling story about Warwick for our audiences.

Through our communications, we will help establish the University as a truly global leader in research and academic excellence, showcasing how our experts play a leading role in solving some of the most pressing and complex issues facing the planet.

We will demonstrate how we act as a force for good – socially, economically and environmentally and the positive impact we make locally, nationally and internationally. Our content will inspire and enrich student's intellectual, cultural, and artistic passions, provoke debate and fire imaginations.

We will actively support and drive the University's 2030 strategic vision and position a Warwick education as something special, unique, and transformative.

Next steps

As a former Warwick graduate myself, I'm probably a little biased when I say this is a truly fantastic place to work.

People join Warwick because they want to make a difference, have an impact and feel like they are doing something which a broader social purpose. That's why it's full of passionate and inspiring people.

We have great stories to tell, world leading experts to tell them and state-of-the-arts facilities to showcase – so the potential from a communications perspective is enormous.

If you're interested in joining us on our journey, then I'd love to hear from you.

Best wishes,

Nick

Job Title: Content Executive (Digital Engagement)
Job Holder(s): N/A- new role
Sub Department: Corporate Communications
Department: Marketing, Communications, and Insight (MCI)
Reporting to: Communications Manager (Digital Engagement)

Job Purpose

To build an engaged social media community, working across multiple platforms and creating content that resonates with different audiences – increasing and deepening reach, engagement and brand awareness. The role will provide advice and support across the organisation on how to produce and position digital content.

Principal Accountabilities		%
To produce and schedule drumbeat content for the University’s social media channels in alignment with the institutional communications strategy, considering analytics and brand guidelines. Identify opportunities to align with national themes and organisational priorities. Horizon scanning and piggybacking on news agenda/ audience activities to build an engaged community.		35
This involves planning and producing best in class content including podcast, image, graphics, video and text for core institutional channels – currently Instagram, Facebook, YouTube, Twitter and LinkedIn. Develops analytics reports to enable evaluation and a test and learn approach to content and campaign production.		
To advise academic, professional services and student communications on best practice approaches to social media engagement. Using insights to help develop and adapt content to be more effective.		20
To contribute to the asset library by developing responses to regular engagement points raised by different audiences. Ensuring regular creative content is developed and used in line with our brand narrative.		20
To create analytics reports on audience engagement and using insights to create relevant content for each channel.		10
Implement a risk management approach on institutional/community issues– monitoring social media conversations and implementing prepared communications when required.		10
Working in a virtual team across MCI, proactively contributing to and shaping marketing & communications projects and campaigns to support strategic objectives using an assigned budget and motivating and developing cross-functional teams to deliver results		5
Knowledge, Skills and Experience		
This section contains the same information as the Person Specification		
Qualifications	Educated to degree level or equivalent experience. (E)	
Professional Qualifications	CIPR, CIM or other communications and marketing qualifications. (D)	
Previous Experience	Experience of working in an online media/communications environment across multiple channels. (E) Experience of creating and editing podcasts, engaging video, social	

	<p>media, and written content. (E)</p> <p>Experience of creating an online community (E)</p> <p>Experience of using social media evaluation to devise and adapt drumbeat content and producing regular impact reports. (E)</p> <p>Experience of building relationships with influencers and thought leaders on social media content. (E)</p> <p>Ability to adapt tone depending on the audience and topic (E)</p> <p>Experience of risk management. (E)</p> <p>Experience of working within a higher education context. (D)</p> <p>Experience of line management. (D)</p>
Knowledge and Skills	<p>Excellent knowledge of social media platforms and analytics tools. (E)</p> <p>Understanding of current trends in social and community communications and digital marketing. (E)</p> <p>Strong project and time management skills and an ability to manage priorities. (E)</p> <p>An ability to think creatively and adapt tone of voice and content type for different audiences and purposes. (E)</p> <p>Demonstrable copywriting skills in creating and curating compelling content with high levels of accuracy. (E)</p> <p>Understanding of communications principles, branding and online corporate identity. (E)</p> <p>Excellent written and verbal communication will be essential. (E)</p> <p>Excellent interpersonal and team working skills, confident and persuasive communicator. (E)</p> <p>Experience of using Adobe Premier Pro or similar (D)</p> <p>Ability to storyboard (D)</p>
Other Information	
Financial	The post holder will have visibility of the corporate communications budget when needed and will be responsible for ensuring that projects and activities come in on budget.
Operational	The post holder will take direction from the Digital Engagement Officer but will be expected to plan drumbeat content. They will need to manage work and act independently to clear parameters, updating and calling for advice/support when needed. They will also need to work closely with colleagues across the wider team and department to share content and coordination production and provide expert advice and guidance.
Staffing – Supervision Given	Digital Engagement Officer
Staffing – Supervision Received	n/a

Planning and Organising										
What is the furthest ahead the job has to plan?										
Daily		Weekly		Monthly		Quarterly		Annually	X	Longer
Which Principal Accountability does this relate to?		<p>To produce and schedule drumbeat content for the University's social media channels in alignment with the institutional communications strategy, considering analytics and brand guidelines. Identify opportunities to align with national themes and organisational priorities. Horizon scanning and piggybacking on news agenda/ audience activities to build an engaged community.</p> <p>This involves planning and producing best in class content including podcast, image, graphics, video and text for core institutional channels – currently Instagram, Facebook, YouTube, Twitter and LinkedIn. Develops analytics reports to enable evaluation and a test and learn approach to content and campaign production.</p>								
Please provide an example of the work the post plans in advance (using the longest timescale).										
Produces the annual drumbeat content plan for multiple social media channels, taking into account strategic objectives, priorities and audience needs, building in external themes and core projects from larger departments.										
Communication										
The post holder will be required to communicate effectively with a variety of departments to schedule social media content, advise on brand guidelines and engage with thought leaders and department social media leads. They will also need to communicate effectively with the University's social media communities – building the cornerstone of topics that resonate with current and future audiences. Identifying key influencers that will help shape student journey and developing targeting content that will help build and position Warwick.										
Decision Making										
Typical Decision		Deciding on the content that will most resonate with the audience.								
Most Complex Decision		Suggesting the generic lines on low level reoccurring areas of interest to audiences.								
Supplementary information		Work will be predominantly during standard office hours, but there is an expectation that the post-holder will, on occasion, work out of hours – for example during Graduation ceremonies and Open Days, and where there is need for on-call availability for urgent communications activities.								
Special circumstances										