

## RECRUITMENT PACK

This document includes the following information:

- Job Description
  - Person Specification
  - Additional information
- 

Making an application:

When completing the on-line application form you will be asked to answer questions to help you demonstrate how you meet the requirements of the post. Your answers will be used at the shortlisting and interview stages of the recruitment process. We therefore recommend that you take a copy of this recruitment pack to help with your preparation.

NOTE: You don't have to answer the questions in one attempt, but can save your incomplete application and return to it at another time. You may want to draft your answers using Microsoft Word and then copy your text into the application form. Please be aware that formatting (e.g. underline, bold, bulleting) will be lost in this process. If you are using an Apple product you will need to use an alternative web browser to Safari such as Google Chrome.

- Links to Guidance Notes and Frequently Asked Questions can be found on the Search Results page. These pages will open in a new window.
- **We recommend that you take a copy of this recruitment pack to help with your preparation.**

A commitment to sustaining an inclusive and diverse community is one of the University's Core Values and we are keen to address any imbalances in our workforce.

The University of Essex is proud to be part of the Disability Confident scheme and is committed to supporting diversity and equality, representative of our inclusive community. As part of our commitment to this scheme any candidate who has a disability and meets all the essential criteria for the role will be offered an interview. We also work in partnership with national disability organisation [DisabledGo](#) who provide detailed online access guides to many of our campus buildings and facilities which you may find useful.

Please note: We are only accepting on-line applications for this post. However, if you have a disability that makes it difficult for you to provide us with information in this way, please contact the Resourcing Team (01206 873461/873521/874588) for help.

Closing Date: 28 August 2018

Interviews are planned for: 7 September 2018



JOB DESCRIPTION – Job ref REQ01692

<b>Job Title and Grade:</b>	Digital Communications and Marketing Co-ordinator Grade 6
<b>Contract:</b>	Permanent, Full-time
<b>Hours:</b>	36 hours per week
<b>Salary:</b>	£25,728 to £28,936 per annum
<b>Department/Section:</b>	Advancement / Communications and External Relations (CER)
<b>Responsible to:</b>	Director of Communications and External Relations
<b>Reports on a day to day basis to:</b>	Head of Alumni Relations
<b>Purpose of job:</b>	The post holder will be responsible for co-ordinating communications and marketing activity for the Advancement Office. The post holder will be responsible for delivering digital communications across social media, email, web and other marketing activity to help achieve our strategic aims.

**Duties of the Post:**

The main duties of the post will include:

**Social Media**

- Schedule and post content across social media and online platforms, monitor channels on a daily basis, respond to comments or escalate as appropriate.
- Track engagement on all channels and provide regular reports on analytics and activity.
- Undertake targeted promotion and advertising on social media to maximise engagement.
- Devise and implement social media campaigns for key projects and contribute to the development of a future social media plan, growing interaction on existing channels and developing presence on new channels.
- Act as a social media champion, provide advice and guidance to the Advancement Office on best practice and liaise with other teams in CER and beyond on collaborative activity.

**Email**

- Project manage the redevelopment of our e-newsletter html template to ensure responsive across all devices and effective in engaging audiences.
- Monitor email campaigns, analyse statistics and provide reports on segmentation and engagement.
- Working closely with colleagues, co-ordinate the monthly e-newsletter and other targeted email campaigns including researching content; building html template; writing, editing and proofing copy; sourcing and editing images and scheduling campaigns.

## Web

- Working with the CER web team, support the creation of new Advancement webpages. Create, review and edit content for the webpages and ensure they are maintained and updated as necessary.
- Oversee externally hosted webpages, update and create new pages as necessary and support migration and integration with the new University website.
- Working with the Database Officer, review analytics of web activity and provide reports.

## Content management and marketing

- Work with colleagues across the office to create communications plans for different audiences that support engagement and strategic priorities.
- Develop with colleagues communications plans for key campaigns and events such as Graduation, Essex Heroes and fundraising appeals and support the delivery of all related communications output.
- Responsible for overseeing and maintaining the communications schedule and maintaining a bank of graduate profiles and stories.
- Identify and research content ideas and follow up on leads. Create original content (copy, images and video) and re-purpose existing content for use across all channels.
- Work with colleagues across CER including the Communications team and Marketing and Student Recruitment team to enable advancement content to be used across multiple channels and audiences.
- Co-ordinate annual magazine and other printed publications including researching and sourcing content; copy writing, editing and proofing; image research and procurement; liaising with content contributors; undertaking interviews and supporting on photo and video shoots.
- Co-ordinate all design and print work including writing creating briefs; obtaining quotes; liaising with designers and overseeing production to ensure projects are delivered on time and within budget. Ensure brand and house style are adhered to.
- Support with drafting content for speeches and preparing presentations and marketing material and for events.
- Keep abreast of developments and best practice in digital communications and marketing, helping to keep up with trends and future proof our activity.

## Other

- Act as the first point of contact with colleagues in the Communications Office, Marketing and Student Recruitment and in marcomms-focused roles across the University and represent Advancement at internal meetings relating to communications and marketing.
- Task manage occasional temporary staff including Frontrunners or Graduate Interns.
- Any other duties that may be assigned from time to time by the Head of Alumni Relations, Director of Advancement, Director of Communications & External Relations or their nominee

***These duties are a guide to the work that the post holder will initially be required to undertake. They may be changed from time to time to meet changing circumstances.***



**Terms of Appointment:**

For a full description of the terms of appointment for this post please visit:

<http://www.essex.ac.uk/hr/current-staff/terms.aspx#>

August 2018

## PERSON SPECIFICATION

<b>JOB TITLE: Digital Marketing and Communications Co-ordinator</b>
---

**Qualifications /Training**

	<b>Essential</b>	<b>Desirable</b>
▪ Educated to A level or equivalent	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Qualification in Marketing or Communications	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**Experience/Knowledge**

	<b>Essential</b>	<b>Desirable</b>
▪ Experience working in Marketing, Communications or Alumni Relations	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience of working in the Higher Education sector	<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪ Proven experience of successfully managing and developing social media accounts including Facebook, Twitter, Snapchat, Instagram and LinkedIn and running advertising and targeting campaigns	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Good knowledge of social media monitoring tools and the ability to analyse performance against targets and provide insights and evaluation reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience producing high quality html emails which are optimised for mobile devices	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Knowledge of web editing and uploading content using a CMS application	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience writing copy and adapting for different channels	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience of managing projects	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience of dealing with a wide range of internal and external stakeholders	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience in using Blackbaud Raiser's Edge and Net Community	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**Skills/Abilities**

	<b>Essential</b>	<b>Desirable</b>
▪ High level of written communication skills with proven ability to write effective copy for different channels and audiences	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Proven ability to tailor content for a diverse stakeholder group including audiences of different ages/life stages and international locations	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Highly advanced IT skills, including Microsoft Office and Outlook	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Photo and video editing skills and knowledge of html coding	<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪ Strong administrative and organisational skills with the ability to plan workloads and manage multiple tasks simultaneously	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Excellent interpersonal skills with a professional and approachable attitude and the ability to build collaborative relationships with colleagues	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ A proactive, enthusiastic, customer-focused and results-orientated approach	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Flexibility and the ability to work on own initiative and as part of a team	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Ability to work under pressure and to tight deadlines	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Meticulous attention to detail and ability to produce work to high professional standards	<input checked="" type="checkbox"/>	<input type="checkbox"/>



**Other**

	<b>Essential</b>	<b>Desirable</b>
▪ Ability to meet the requirements of UK 'right to work' legislation*	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Willingness to work outside usual office hours on occasion to support events and communications	<input type="checkbox"/>	<input checked="" type="checkbox"/>

\* The University has a responsibility under the Asylum, Immigration and Nationality Act 2006 to ensure that all employees are eligible to work in the UK. Prior to commencing employment, the successful candidate will be asked to provide documentary evidence to this effect. Please note that the University will not be able to issue a Tier 2 Certificate of Sponsorship for this post. For further information about UK immigration requirements please follow this link <https://www.gov.uk/government/organisations/uk-visas-and-immigration>

August 2018

## ADDITIONAL INFORMATION

### Advancement / CER

You can find more information about the department at the following link:

<https://www1.essex.ac.uk/cer/advancement/>

### General information

Informal enquiries may be made to Joanne Rogers, Director of Advancement (telephone: 01206 874185 e-mail: [jrogers@essex.ac.uk](mailto:jrogers@essex.ac.uk)). However, all applications must be made online.

### People Supporting Strategy

Please find a link to the People Supporting Strategy below:

<https://www.essex.ac.uk/-/media/documents/directories/human-resources/people-supporting-strategy.pdf>

### Pay and benefits

We advertise our salaries on a range to indicate the trajectory of progression that can be made. Appointments are usually made at the start of the salary range. The university salary structure includes automatic pay progression within the published grades, subject to service and performance. In addition to this, there are performance related annual pay review schemes in place.

As an employer we offer a range of benefits and a commitment to career development and equal opportunities in an environment that both reflects and creates a rich interaction of people, disciplines and ideas.

- Pension scheme
- Generous holiday entitlement
- Competitive salaries
- Training and development
- Family friendly policies
- On campus childcare facilities, for more information visit [www.wivenhoeparkdaynursery.co.uk](http://www.wivenhoeparkdaynursery.co.uk)
- Childcare vouchers
- Relocation package for qualifying staff
- Interest free season ticket loan
- Range of optional salary exchange tax benefits (pension, childcare and bicycle schemes)

**This document is produced by:**

**Resourcing Team  
Human Resources  
University of Essex  
Wivenhoe Park  
Colchester CO4 3SQ  
United Kingdom  
Tel: +44 (0)1206 873461/874588/873521  
Email: [resourcing@essex.ac.uk](mailto:resourcing@essex.ac.uk)**

August 2018