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| **Post Details** | | **Last Updated:** 11/9/2024 | | | |
| **Faculty/Administrative/Service Department** | Marketing & Communications | | | | |
| **Job Title** | Faculty Content Officer – Faculty of Engineering & Physical Sciences | | | | |
| **Job Family** | Professional Services | | **Job Level** | 4 | |
| **Responsible to** | Creative Services Manager (with a dotted line to Faculty Marketing Manager) | | | | |
| **Responsible for (Staff)** | N/A | | | | |
| **Job Purpose Statement**  The purpose of this role is to support the Faculty in developing engaging content that supports student recruitment, and builds the reputation of their faculty’s teaching, research and partnership activities in order to generate income. They will develop content for a variety of different audiences and will be able to adapt the tone and complexity accordingly.  This role will work closely with the Faculty Marketing Manager and Faculty External Communications & PR Officer in support of the Faculty’s agreed plans/priorities. They will also work more widely with Student Marketing and Social Media team and feed Faculty stories into the editorial process. They will work closely with many academic and professional services staff.  Working as part of the wider University team, the role will also be required to provide content to help support the University in its key strategic goals. | | | | | |
| **Key Responsibilities** | | | | | |
| 1. Deliver a high-quality standard of copywriting and content on topics relating to the faculty, in a variety of media formats and to a variety of audiences. 2. Manage a number of copywriting projects simultaneously, whilst ensuring projects are delivered to a high quality and in the appropriate timeframes. 3. Work with the Faculty Marketing Manager to deliver content that is accurate, relevant and engaging. 4. Work with and build excellent working relationships with faculty academics to deliver copywriting projects that pertain to marketing. 5. Work closely with Creative Services to proofread and approve design and videos, to promote the faculty. | | | | | |
| All staff are expected to:  * Positively support equality of opportunity and equity of treatment to colleagues and students in accordance with the University of Surrey Equal Opportunities Policy. * Work to achieve the aims of our Environmental Policy and promote awareness to colleagues and students. * Follow University policies and working practices in ensuring that no breaches of information security result from their actions. * Ensure they are aware of and abide by all relevant University Regulations and Policies relevant to the role. * Undertake such other duties within the scope of the post as may be requested by your Manager. * Work supportively with colleagues, operating in a collegiate manner at all times.   **Help maintain a safe working environment by:**   * Attending training in Health and Safety requirements as necessary, both on appointment and as changes in duties and techniques demand. * Following local codes of safe working practices and the University of Surrey Health and Safety Policy. | | | | | |
| **Elements of the Role** | | | | | |
| **Planning and Organising**   * Each Faculty conducts a wide range of teaching and research, and this role will work with academic colleagues and the Faculty Marketing teams to raise the internal and external profile of this work (in accordance with the Faculty’s priorities). In addition to the writing, this role will ensure the dissemination of this work through materials, websites and other marketing channels (where appropriate). * They will contribute to projects such as promoting research facilities, research brochures, department websites, student profiles, faculty news stories and internal communications channels. * They will work in conjunction with the Digital team to deliver website content for the faculty and the External Communications & PR team to ensure a consistent approach to stories. * The role will also, at times, be required to support content for the wider University to help deliver its strategic aims to build awareness of the University locally, nationally and propose initiatives to develop the Institution’s reputation internationally. * The role requires the post holder to have the confidence and competency to manage a number of ongoing tasks at any one time and be able to complete tasks with minimal supervision to the highest possible standard, often to tight deadlines. | | | | | |
| **Problem Solving and Decision Making**   * The post holder will need to disseminate sometimes technical, complex and disparate information into varied marketing materials. They will need to work closely with academics to make informed decisions on communicating written materials to different audiences. * The post holder will need to project manage their own workload and make decisions about the best people to work with throughout the Faculty to focus on the Faculty’s priorities and maximise the quality of their written content. * The post holder will be required to use specialist skills in sourcing, editing and copywriting to create compelling content. They will be responsible for ensuring consistency of messaging and branding, and that tone of voice is appropriate for the intended audience. The post holder will also be responsible for ensuring that copy is free of typographical errors and accuracy of content. In addition, they will need to translate complex academic information into engaging and accessible copy. | | | | | |
| **Continuous Improvement**   * The post holder will be required to ensure that the editorial and design focus of all copy meets the defined communication needs of relevant target audiences, based upon research, and in liaison with academics and the Faculty Marketing Manager * The post holder will continuously improve the content produced to ensure both the University and the Faculty is presented well. * The post holder will assist with the process of reviewing and keeping track of content and copy when updates to information are required. | | | | | |
| **Accountability**   * The post holder is accountable for the University brand narrative and lexicon and the technical accuracy of written materials produced. They will ensure copy is appropriately used and developed, and play a key role in the implementation of the Faculty’s marketing, by generating high impact materials. The post is expected to maintain highly effective and collaborative relationships with academic staff. * The post holder will be part of the team providing advice on the suitability of content and provide guidance on tone of voice and writing styles for different communication channels and media. This will involve liaising with multiple departments across the Faculty and understanding and interpreting their specific requirements. * The post holder will be responsible for signing off copy for direct release via print and digital mediums and as such must have a strong eye for detail.   This role has a direct impact on the reputation of the University and the Faculty and the ability to recruit new students. The post holder also plays a pivotal role in raising the University and the Faculty’s research profile. | | | | | |
| **Dimensions of the role**  The post holder will be part of the professional services division within the Faculty..  The Marketing & Communications department is comprised of five distinct areas incorporating: Student Marketing (UK and global); Communications (including External Communications & PR, Internal Communications, Public Engagement, Social Media and Strategic Communications); Corporate & Research Marketing; Creative Services (incorporating design, content and film production) and the Digital team.  The Department is responsible for ensuring that the University is optimally positioned with core audiences in local, national and international markets.  Attraction of appropriate high quality partners, research funding income, ongoing reputation and brand awareness metrics, and achieving high levels of customer service are some of the performance indicators against which the department will be judged.  This role will work closely with Student Marketing, Recruitment and Admissions , who are responsible for attracting and recruiting high quality domestic and international students. The Faculty Marketing Managers sit within the Student Marketing team and are the key link to the academic staff.  FEPS has over 40 major research centres, making it responsible for much of the University’s research output. The faculty has 8 different academic departments offering both Undergraduate and Postgraduate courses, with the Centre for Environment and Sustainability’ also offering Postgraduate courses.  This job role will be intrinsic to the marketing of a large and diverse University faculty with specialist research requirements. | | | | | |
| **Person Specification** This section describes the sum total of knowledge, experience & competence required by the post holder that is necessary for standard acceptable performance in carrying out this role. | | | | | |
| **Qualifications and Professional Memberships** | | | | |  |
| Degree, HND, NVQ 4 qualified or equivalent, plus a number of years' experience in similar or related roles.  Or:  Vocational experience, and the acquisition of appropriate professional or specialist knowledge | | | | | E |
| **Technical Competencies (Experience and Knowledge)** This section contains the level of competency required to carry out the role (please refer to the Competency Framework for clarification where needed and the Job Matching Guidance). | | | | **Essential/ Desirable** | **Level**  **1-3** |
|  | | | |  |  |
| Copywriting or journalism experience | | | | E | 3 |
| Excellent attention to detail, grammar, spelling and proofreading skills | | | | E | 3 |
| Enthusiasm for the Faculty’s subject area | | | | E | 2 |
| Experience of managing a diverse workload, time management and working on concurrent writing projects | | | | E | 3 |
|  | | | |  |  |
| Experience of liaising with designers and printers | | | | E | 1 |
| Understanding of marketing concepts and applications | | | | E | 3 |
| An understanding of the youth market and postgraduate markets | | | | D | n/a |
| Experience of working within higher education | | | | D | n/a |
| **Core Competencies** This section contains the level of competency required to carry out this role. (Please refer to the competency framework for clarification where needed). n/a (not applicable) should be placed, where the competency is not a requirement of the grade. | | | | | **Level**  **1-3** |
| Communication  Adaptability / Flexibility  Customer/Client service and support  Planning and Organising  Continuous Improvement  Problem Solving and Decision Making Skills  Managing and Developing Performance  Creative and Analytical Thinking  Influencing, Persuasion and Negotiation Skills  Strategic Thinking and Leadership | | | | | 3  3  3  3  3  3  N/A  3  3  1 |
| This Job Purpose reflects the core activities of the post. As the Department/Faculty and the post holder develop, there will inevitably be some changes to the duties for which the post is responsible, and possibly to the emphasis of the post itself. The University expects that the post holder will recognise this and will adopt a flexible approach to work. This could include undertaking relevant training where necessary.  Should significant changes to the Job Purpose become necessary, the post holder will be consulted and the changes reflected in a revised Job Purpose. | | | | | |
| **Organisational/Departmental Information & Key Relationships** | | | | | |
| Relationships **Internal**   * Working closely with the satellite Faculty Marketing teams – incorporating the Faculty Marketing Manager, Faculty External Communications and PR Officer, and Digital Content Coordinator. All of the team should be collectively working to support the Faculty priorities. * Working with Faculty academics to service their content and copywriting requirements for marketing purposes. * Work with the Faculty Research Information Officer, the Social Media Team, Research Marketing Manager and Corporate Marketing when relevant. * Work with colleagues in the Creative Services Team – including the Central Content Creation team (working with them on brand tone of voice and sharing content), the Design team and the Film production team for any supporting assets. * Student Marketing.   **External**   * Working with design and content agencies on occasion * Working with any partners on research stories or to collectively promote activities. | | | | | |