	Last Updated: 30/10/2026		
Job Title	Content Manager		
Faculty/ Department	Marketing and Communications	**Legal Entity**	University of Surrey
Job Family	Professional Services	**Job Level**	5
Reports To	Head of Strategic Communications	**Line Manages (role title(s))**	None

Job Statement

The Content Manager will lead a content team for a 12-month pilot within Strategic Communications, delivering priority content for the University's brand and Vision 2041 strategy. The role will set the narrative and tone of voice across web, print and film, coordinate high-profile content projects, and provide editorial leadership to ensure communications are accurate, engaging, accessible and consistent.

The postholder will work closely with the Head of Strategic Communications, the Creative Services Manager and the Brand Manager, as well as colleagues and third-party suppliers, to:

- manage a programme of high-stakes content delivery, personally producing written content for channels including key webpages, brand toolkit content, corporate presentation decks and strategic documents.
- Segment the University's internal and external audiences and establish your team as the 'go to' point of contact for the University's brand narrative guidelines including tone of voice and key messages for key audiences, working with internal stakeholders to roll out branded content across all touchpoints. The team will take ownership of the narrative and tone of voice across web, print and film, ensuring messaging is coherent, compelling and consistent for key audiences.
- Define a Marketing and Communications content strategy and governance model to embed the University's brand across all audience touchpoints, and which is aligned with the department's 5-year plans and Vision 2041.

The role is crucial in the delivery of the University's stated objectives of improved engagement with key audiences, growth in the quality and number of applicants, and a clear articulation of Surrey's research and reputation strategy.

Key Responsibilities This is not designed to be a list of all tasks undertaken but the main responsibilities (5 to 8 maximum)

1. Lead a new small content team within the Strategic Communications team for a 12-month period
    I. Pilot a new team structure designed to optimise priority content in line with the Marketing and Communications strategy, including the roll out of branded content.
    II. Line manage 3 internal reports
    III. Workloads planning and prioritisation for the team
2. Lead delivery of priority brand and strategy content
    i. Plan, write, edit and coordinate all priority content for the University's brand
    ii. Ensure launch deliverables and subsequent follow-up content are completed on time and aligned with brand guidelines
3. Act as central point of contact for all things content
    i. Act as the central point of contact for content requests, approvals and distribution across departments
    ii. Work closely with Student Marketing and the Digital team to ensure alignment on tone of voice, key messages and prioritisation.
4. Lead web content review
    i. Using analytics, define an approach to audit, optimise and rewrite or create priority web content to align with the brand guidelines, tone of voice, key messages, SEO and accessibility best practice.
    ii. Work with Digital colleagues to ensure content and templates are completed within agreed timeline.
5. Work with the Head of Strategic Communications to produce a departmental content strategy
    i. Map priority content needs across key channels and audiences, identifying duplication, gaps and risks.
    ii. Develop recommendations for a longer-term University-wide content strategy and governance model.
6. Take an editorial overview of content quality and leading the content element of strategic projects to ensure they are delivered in line with departmental priorities and timelines. Specifically:

i. Owning tone of voice guidelines
ii. Conducting needs analysis and gathering requirements
iii. Developing content strategies and ensuring best practice (accuracy, accessibility, SEO)
iv. Making sure appropriate policy and legal checks happen with content where necessary
v. Providing editorial leadership on key content (strategy documents, corporate reports, major campaigns)

7. Determine the life cycle of campaign and editorial content, determining review points and monitoring the performance of content. Work with the wider department to understand user behaviour and feedback, optimising based on feedback and data.

N.B. The above list is not exhaustive.

Role Scope and Impact

This is a summary of the post holder's role in delivering outcomes, making decisions, and the complexity of problem-solving involved in the role.

Accountability

- Line manage three direct reports as the leader of a new central Content Team within Strategic Communications as a 12-month pilot.
- The role is accountable for the timely delivery of content projects, as well as the quality of content that goes live (including the engagement metrics that are defined).
- The role is also accountable for empowering the organisation to create content themselves and, where possible, use the content management systems to empower self-service content uploading (alongside the Digital Content team).
- The postholder 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 audiences. During the production process, the postholder will also be responsible for ensuring approved copy is free of typographical errors and accuracy of content. In addition, they will need to translate sometimes complex academic information into suitable content for public consumption.

Problem solving:

- The role has scope to translate complex strategy into unique, engaging and innovative content solutions.
- With requirements being diverse, the role will propose solutions on how best to respond with the platform and creative solutions.

Supplementary Information

Planning and Organising

- Plan and manage a programme of content delivery to tight deadlines, balancing brand priorities with follow up deliverables and BAU activity.
  Work with the Head of Strategic Communications to agree scope, priorities and trade-offs, and to manage requests from across the University.

Continuous Improvement

- An important part of the role is acting as the editorial guardian for the entire university. Using insights from the brand strategy and evaluation exercises to recommend improvements to content processes and governance.
  The role is responsible for the update and maintenance schedule for editorial content, ensuring information is up to date.

Dimensions of the role

- Working collaboratively with the wider Marketing and Communications team.
  Working alongside the Creative Services, Brand, Marketing and Digital Channel team members – and a team of freelancers/creative agencies when additional support is needed to keep up with demand

Person Specification

This section describes the 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 in relevant subject/relevant formal training, plus a number of years' experience in similar or related roles. Or:	E

Significant vocational experience, demonstrating development through involvement in a series of progressively more demanding relevant work/roles, and the acquisition of appropriate professional or specialist knowledge		
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). Level 1: basic level of understanding/experience and can apply it with guidance. Level 2: good level of understanding/experience and can apply it with little or no guidance. Level 3: expert level of understanding/experience and can apply, develop it and guide others.	**Essential/ Desirable**	**Level 1-3**
Significant experience driving a content strategy with the ability to turn business and audience requirements into an optimised editorial experience	E	3
Excellent proofreading and editing skills with strong attention to detail, grammar and spelling	E	3
Strong time and people management skills to manage a number of content projects concurrently	E	3
Strong communication and stakeholder management skills	E	3
Experience of developing best practice guidelines / editorial criteria to create a consistent and optimal experience for users	E	3
Experience of working with a CMS	E	2
An understanding of the undergraduate and postgraduate student markets	D	n/a
Experience of working within higher education	D	n/a
Special Requirements This may include a Disclosure and Barring Service (DBS) check, regular overseas travel, driving licence, shift work.		**Essential/ Desirable**
Occasional out of hours working is required to support the wider activities of the department		D
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		3
Adaptability and Flexibility		3
Customer, Client service and support		3
Planning and Organising		3
Continuous Improvement		2
Problem Solving and Decision Making Skills		2
Managing and Developing Performance		3
Creative and Analytical Thinking		3
Influencing, Persuasion and Negotiation Skills		2
Strategic Thinking and Leadership		3

This Job Purpose outlines the core activities of the role. As the Department/Faculty and the post holder evolve, the duties and focus of the role may change. The University expects the post holder to adopt a flexible approach to work, including undertaking relevant training when necessary. If significant changes to the Job Purpose are required, the post holder will be consulted, and the changes will be reflected in a revised Job Purpose.

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/departmental policies and working practices in ensuring that no breaches of information security result from their actions.

- Contribute towards broader university initiatives that have a positive impact on student experience, recruitment and campus operations. This may include participation in cross-functional activities such as open days, confirmation and clearing, welcome week, graduation.
- 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:

- All staff have a statutory responsibility to take reasonable care of themselves and others and to prevent harm by their acts or omissions. All staff are, therefore, required to adhere to the University's Our Safety Policy Statement and associated Procedures.

Organisational/Departmental Information & Key Relationships

Background Information

The Strategic Communications team sits within Marketing and Communications and is part of the wider Global department. All teams support the University's overall strategic purpose. To be a leading global university renowned for the outstanding quality and impact of its graduates, research and innovation, together making great contributions to society.

The Strategic Communications team includes content, brand, creative services, staff and student communications and social media. This post will be part of this team but will work closely with other members of the wider Marketing and Communications team. We are committed to inclusion and delivering inspiring communication encouraging innovation and testing ideas and working with integrity.

The post-holder will be encouraged to provide support for university initiatives or events, some of which may fall outside of core working hours (e.g. University Open Days, which normally take place on a weekend).

We ask staff to work two days per week in the office. The rest can be from home or wherever the are most productive.

Relationships

Internal

• All colleagues within Marketing and Communications

• Colleagues within the wider University particularly:

- Strategic Planning, Recruitment and Admissions
- Human Resources
- Offices of the Senior Executive Board and Vice-Chancellor
- Chief Student Office
- Faculties and Academic Community
- Advancement
- Campus Services Management and Estates

Department Structure Chart

