

**JOB DESCRIPTION**

**Job title:** Data & Digital Content Officer

**Service:** Careers and Student Enterprise

**Location:** Docklands/Stratford/USS

**Grade:**  E

**Responsible to:** Data and Digital Manager

**Responsible for:** Occasional temporary staff and interns

**Liaison with:** IT Department, Alumni Team, students, employers and internal staff and external partners

**Contract Type:** Permanent, full-time.

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**UNIVERSITY OF EAST LONDON**

The University of East London is one of the most diverse and vibrant universities in the global capital. Our pioneering and forward-thinking vision is making a positive and significant impact to the communities we serve, inspiring both our staff and students to reach their full potential.

Born in 1898 to serve the skills needs of the 2nd industrial revolution, the University of East London has commenced Year 3 of its transformational 10-year [Vision 2028 strategic plan](https://issuu.com/universityofeastlondon/docs/annual_review_2020?utm_source=Charlotte%2BWhite%2Btest%2Bmail%2Blist&utm_campaign=46c08a193b-EMAIL_CAMPAIGN_2018_09_19_02_52_COPY_04&utm_medium=email&utm_term=0_e8797a5163-46c08a193b-) led by our Vice-Chancellor & President, Professor Amanda Broderick, to advance Industry 4.0 careers-1st education. We have a clear route-map to provide a springboard for the jobs and opportunities of the future; drive diversity in the 4.0 talent pipeline - working in partnership to promote talent wherever it is found; and to create an inclusive and sustainable, green future.

We are looking for forward-thinking, innovative, curious, high-energy, self-aware people who are passionate about making a positive difference and who will thrive in an inclusive and diverse University community who are never not moving forwards.

As one of the most socially inclusive and international Universities and comprising one of the most diverse staff populations in the UK (50% of our professoriate identify from black or minority ethnic backgrounds), we are hugely proud of our track record in reducing inequalities (ranked 1st in the UK & 2nd globally, Times Higher Education Global Impact Rankings, 2020) and our commitment to equality, diversity and inclusion is at the heart of Vision 2028.

We are building an environment of success where colleagues are supported to achieve, and our community can flourish and thrive. We are an accredited Investors in People Award Institution and have achieved the Investors in People Health and Wellbeing Award. With Athena Swan Awards and being one of a small number of Universities to have achieved the Race Equality Charter Award, we continue on our journey to address and reduce barriers to opportunity.

**CAREERS AND STUDENT ENTERPRISE (CaSE)**

This role is based in the Careers and Student Enterprise Service, which is the career, employability and enterprise nucleus of the University of East London. The goal of the Service is to support every student to achieve academically, gain the skills for the 21st century workforce and build direct pathways to employment. The Service’s mindset has innovation and creativity at its core. To improve progression, retention and graduate outcomes, the Service utilises cutting edge technology and research, which has shown impact on our students’ satisfaction, behaviour and outcomes. This is one-of-a-kind department with highly motivated staff and a high level of quality within the products produced.

**JOB PURPOSE**

The Data & Digital Content Officer is a central role within the Careers & Student Enterprise Service who will play a key role in driving forward the Careers 1st Vision.

The postholders’ primary responsibility will be supporting the efficient management and analysis of data across CaSE with a focus on our CRM, Career Zone. This role involves extracting, validating, and maintaining accurate data to ensure it is reliable and accessible for decision-making processes. The role will work closely with various teams across CaSE to understand student data and support teams in accurate data input and management. The role will work with large data sets and draw conclusions and recommendations which will have an genuine impact on programme design and development.

In parallel, the role will also support our Data & Digital Manager in the procurement and management of our digital content and systems. These 360 offer ranges from AI CV & Interview Platforms through to virtual work-based learning offers. The postholder will be central to the onboarding, training and optimization of usage with staff whilst also leading on student engagement and retention. This role will lead on obtaining student feedback around our digital content and proactively stay up to date with development in digital offerings within the Careers & Enterprise space.

Attention to detail, organizational skills, and proficiency in data systems are essential for success in this role.

**MAIN DUTIES AND RESPONSIBILITIES**

The following duties and responsibilities are intended to give an indication of the variety of tasks that the Data & Digital Content Officer may be expected to undertake, although this is not an exhaustive list of activities and employees may be asked to undertake other duties commensurate with the grade.

**Data**

* To capture, cleanse and present data required for monthly reports into relevant monthly, termly and yearly institutional reports.
* To design and develop methods for the ongoing capture of accurate qualitative and quantitative data for the Careers & Student Enterprise service.
* To support with producing detailed termly data reports and an end of academic year report outlining the impact of our Directorate.
* Where required undertake analysis of multiple sources of data to generate an understanding of our work and collaborate with colleagues across the service to make recommendations aimed at improving outcomes for student success across the university.
* To optimize the capture of data on our platforms and implement ongoing work to manage and cleanse data to maintain quality.
* To conduct regular student, staff and employer surveys and focus groups to ensure that regular feedback from users is gained and acted upon and to understand the impact of our interventions.
* To actively source and create content (images, video, infographics, copy) and impact case studies for use in marketing promotions, publications and advertising for the Careers and Student Enterprise service.

**Platforms & Digital Content**

* To manage and optimize the usage and impact of the Career Zone platforms, ensuring that content is constantly reviewed, updated, and evolved to meet the needs of students, staff and employers.
* To keep up to date with current trends in careers related digital platforms, user generated content and e-communications to assess new opportunities that may be of value to the service.
* To implement new platforms, inputting into the set up and providing training and guidance for staff.
* To work with Careers and Student Enterprise colleagues, academic staff and employers to create engaging content on the Career Zone platforms and intranet pages for students, staff and employers.
* To be a digital champion for the service, offering guidance and technical support to colleagues, to train academic and support staff to use the system and to create user guides for different audiences.
* To liaise with and understand the needs of key stakeholders including, but not limited to, staff, students, academics, careers and student enterprise teams and alumni.
* To research and develop stories, materials and key messaging to drive student, staff and employer engagement with our digital content.
* To proofread, sub-edit and check the accuracy of communications and key messages, ensuring messages and copy deliver compelling messages in line with the tone of voice guidelines, web design guides, policies and procedures.
* To create and manage our social media campaigns to promote Career Zone digital resources.
* Any other duties appropriate to the role, as required.

**PERSON SPECIFICATION**

**EDUCATION QUALIFICATIONS AND ACHIEVEMENTS**

**Essential criteria:**

* A first degree (C) or equivalent experience
* Professional qualification in, and/or substantial practical knowledge of digital content management, design, marketing or related discipline (C)

**KNOWLEDGE AND EXPERIENCE**

**Essential criteria:**

* Excellent knowledge and experience of implementing and managing digital platforms. (A/I)
* Experience in extracting and cleansing big data sets in addition to undertaking detailed data and impact analysis and reporting.(A/I/T)
* Experience of designing and implementing systems to measure the impact of activities. (A/I)
* A self-starter who uses his or her imagination, creativity and initiative to manage projects from start to finish (I)
* Knowledge of careers and enterprise provision with the ability to create engaging content and marketing material for students, staff and employers in line with brand guidelines (A)

**Desirable criteria:**

* Experience in creating Power BI visualizations
* Experience of designing and implementing student surveys.
* A track record of introducing new technology and communications methods.

**SKILLS & ABILITIES**

1. **Communication**

**Essential Criteria**

* Excellent verbal and written communication skills to provide in-person training and create written guides for staff and students. (I)
* Ability to build relationships across the organisation and externally in order to understand what drives different stakeholders and influences decisions and the ability to provide content and information to suit the needs of different audiences, adapting the tone and messaging as appropriate. (A)
1. **Planning And Organising Resources:**

**Essential criteria**

* Ability to multi-task, manage own workload effectively and work flexibly and cooperatively as part of a team so that the objectives and service levels are met. (I)
* Ability to work on tasks with a high level of accuracy and attention to detail. (I/T)
1. **Initiative And Problem Solving:**

**Essential criteria**

* Experience and willingness to propose improved processes and ways of working in order to increase efficiency and/or improve service. (I)
* Ability to take the initiative in resolving day-to-day issues such as resource allocation, and understanding when an issue needs to be escalated. (I)
1. **Other Essential Criteria:**
* Commitment to and understanding of, equal opportunities issues within a diverse and multicultural environment (I)

Criteria tested by Key:

A = Application Form

C = Certification

I = Interview

P = Presentation

T = Test