

**JOB DESCRIPTION**

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| **Job Title** | **Digital Content Officer** |
| **Service** | **External Relations Directorate**  |
| **Grade**  | **E** |
| **Location** | **Docklands Campus**  |
| **Reporting to** | **Digital and Content Manager**  |
| **Line management for**  | **Occasional Interim staff and Interns** |
| **Key working relationships: Internal**  | **Staff within External Relations, UX, Design, web development, Schools, Services.**  |
| **Key working relationships: External**  | **External Stakeholders** |
| **Contract type/ Hours**  | **Permanent, Full time**  |

Build your career, follow your passion, be inspired by our environment of success

**#BeTheChange**

**THE 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 future-focused careers-first vision is making a positive and significant impact to the communities we serve, inspiring our students, our staff, our alumni and our partners to reach their full potential.

Founded in 1898 to meet the skills needs of the 2nd industrial revolution, we are implementing [Vision 2028](https://www.uel.ac.uk/about/vision-2028) our ambitious 10-year strategy to reshape the face of education through collaborative initiatives alongside industry partners.

Our mission remains to foster inclusive pathways to career readiness for students of all backgrounds whilst driving positive change and measurable impact through our research, global partnerships, and innovative educational models.

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. As the only University in London to have achieved Silver Awards in Athena Swan Gender Equality and in the Race Equality Charter, we continue our journey to address and reduce barriers to opportunity.

**BRIEF OVERVIEW OF EXTERNAL RELATIONS DIRECTORATE** (**ERD)**

At ERD, we are building a directorate that will look to bring an integrated Communications & Engagement and Student Recruitment & Marketing service. We are looking for team members who will be part of embedding an innovative practice to our external relations and enjoy working in an agile environment as we try and work towards a culture of the ‘continuous new’.

This is an exciting opportunity as we look at a corporate rebrand of Vision 2028 that is preparing our students communities for the skills required in Industry 4.0 and the world of AI**.**

**JOB PURPOSE**

The role holder will join the web editing team in marketing and recruitment. They will ensure that all content is on brand and engages the target audience with relevant key messaging. Working with colleagues they will create and develop web pages, ensuring consistency with brand personality and appropriate tone of voice for key customer segments.

**KEY DUTIES AND RESPONSIBILITIES**

* Drupal CMS experience preferred. To create new web pages, populate templates, make updates and amendments to existing pages.
* Planning: To map stakeholder requirements and timeframes, and to log, plan, and document content activity.
* Communication: Establish clear channels of communication with stakeholders to keep them in the loop.
* Home page content calendar: To contribute to a home page planning calendar, updating key events and content, and taking down old content in a timely manner.
* CMS and Training: To proactively monitor quality of web pages across the website, using the Silktide platform, support less experienced CMS users to improve their writing/content, and refer for additional training where needed. To be an expert super user of the CMS and willing and able to learn as new features are deployed.
* Brand ambassador: To support the promotion of our brand values in copy and content, and the Tone of Voice.
* Proofing: To proof- read, sub-edit and check the factual accuracy of communications and key messages before they are published on the site.
* Copyediting: To translate complicated processes, programme specifications and academic articles into jargon free communications that are clearly understood and resonate with the target audience.
* SEO: To optimise content for search engine optimisation (SEO) and take action to improve the content to meet SEO best practice. On occasion, to advise colleagues where improvements could be made to their content.
* Impact: To support the testing of content, using relevant tools and analyse results. This might be A/B or multivariate testing, to help improve performance and convert site visitors to apply for a course.
* Support: To support with user acceptance testing of content and components, following deployments.
* Needs mapping: To liaise with and understand the needs of key stakeholders including, but not limited to, staff, students, parents, teachers, careers advisers and alumni.
* Any other duties appropriate to the role, as required.

The duties and responsibilities outlined above provide a general overview of the range of tasks that a **Digital Content Officer** at the University of East London may be required to perform. Please note that this job description is not exhaustive, and additional tasks aligned with the role's grade may be assigned as needed.

The job description may also be updated to reflect changes in circumstances, and employees will be consulted if any amendments are required.

**All employees must adhere to all UEL policies and regulations, demonstrating a commitment to equal opportunities within a diverse and multicultural environment. Employees are also expected to actively contribute to building and maintaining a positive reputation for UEL in all their professional activities.**

**PERSON SPECIFICATION**

The University's Core [Values](https://www.uel.ac.uk/about/governance/ethical-framework) are **Passion, Inclusion, Courage**, and they are at the root of everything we do and everyone in our community is expected to demonstrate them.

The table below outlines the essential and desirable criteria required to perform the role effectively. Candidates will be shortlisted based on how closely they meet these criteria.

|  |  |  |
| --- | --- | --- |
| **Education and Qualifications** | **Essential**  | **Desirable** |
| * A Degree
 | [x]  | [ ]  |
| **Experience and Knowledge** |  |  |
| * Significant experience working as a web editor in a marketing environment
 | [x]  | [ ]  |
| * Experience with Drupal Content Management System to create and upload digital content
 | [x]  | [ ]  |
| * Demonstrable experience of re-writing clear, jargon-free, and impactful customer-focused web content. To be able to adjust technical information, academic research and complex policies and procedures that need careful explanation or interpretation to suit the needs of different audiences
 | [x]  | [ ]  |
| * Substantial knowledge of SEO and the ability to incorporate into natural engaging copy
 | [x]  | [ ]  |
| * Proven experience of developing content to support a content marketing strategy
 | [x]  | [ ]  |
| * Knowledge of HTML and Google Analytics
 | [ ]  | [x]  |
| * Working knowledge of the UK Higher Education system, in particular recruitment cycles, admissions systems and processes
 | [ ]  | [x]  |
| **Skills/Abilities** |  |  |
| * A self-starter who uses initiative and problem-solving. Must deliver from start to finish with little or no direction after being properly briefed.
 | [x]  | [ ]  |
| * Ability to manage and prioritise a heavy workload with simultaneous multiple projects and deadlines
 | [x]  | [ ]  |
| * An excellent CMS user with digital skills, ready to learn and embrace new technology and new functionality
 | [x]  | [ ]  |
| * Attention to detail, with excellent written, verbal and visual communication skills including accuracy, spelling and grammar, and the ability to establish a credible presence to provide expert advice and challenge on the production of copy and content appropriate to audience needs
 | [x]  | [ ]  |
| * Ability to build relationships across the organisation and externally to understand what drives UEL and influences decisions
 | [x]  | [ ]  |
| * Strong commitment to teamwork including actively collaborating with professional services and academic teams across the university to produce effective and timely copy, content and materials
 | [x]  | [ ]  |
| **Other Competencies**  |  |  |
| * Committed to equality and diversity in a diverse and multicultural environment (A/I)
 | [x]  | [ ]  |
| * Willingness to work occasional evenings or weekends to support student recruitment, alumni, marketing and brand building events
 | [x]  | [ ]  |

**Further Information:**

UEL is an inclusive equal opportunities employer and are proud of our Equality, Diversity and Inclusivity achievements. We expect all employees of UEL to accept our EDI policy and will not tolerate discrimination in any form. As an employee of UEL, we expect you to follow all relevant Health & Safety policies.

We're a disability confident employer and value all applications. Please let us know if you require any reasonable accommodations throughout the recruitment process.

**Last updated**: 07 August 2025