Job Description

Job Title: Digital Content Manager

Faculty/Department: Hull York Medical School

Reporting to: Marketing and Communications Manager

Duration: Permanent

DBS Disclosure requirement: No

Benchmark Role Profile Band Administration Band 7

Band 7

Vacancy Reference: [to be added]

Details Specific to the Post

Background and Context
Hull York Medical School was established in 2003 as a joint partnership between the universities of Hull and York. Since then, the School has been inspiring doctors and academic leaders of the future with the research, skills and knowledge they need to look at things differently and advance improvements in healthcare around the world.

Equality, diversity and inclusion are extremely important to the School, and in line with its values of everyone counts, pursuing excellence, socially responsible and collaborative, it is committed to providing an inclusive and supportive environment for staff and students. The School was awarded the Athena Swan Silver Award in 2019, and has signed up to the UK Medical School’s Charter on So-Called ‘Conversion Therapy’ and the British Medical Association (BMA) racial harassment charter.

Inspiring doctors and academic leaders of the future
Hull York Medical School offers exceptional medical education delivered by academics and clinicians in a stimulating and supportive environment with world-class facilities.

At undergraduate level the School’s MB BS Medicine programme offers an innovative curriculum focused on clinician led problem-based learning and early and sustained clinical exposure across a range of primary and secondary healthcare settings. This approach ensures students graduate as excellent thinkers, evidence-based practitioners and patient-centred communicators who are able to deliver brilliant healthcare.
The School’s postgraduate taught programmes offer students the opportunity to deepen their understanding of subjects such as clinical anatomy, and pharmacology and education and their applications in practice and education. Courses are also available for health professionals interested in education and educational research. In addition, the School offers an MSc in Physician Associate Studies.

**Research which is improving the health of people in our region and globally**
The School’s academic and clinical researchers have a strong reputation for their work. Over 85% of this research was classed as ‘world-leading’ or ‘internationally excellent’ in the Research Excellence Framework (REF 2021). Their research is advancing improvements in healthcare – treatment, diagnosis and care – for some of the major global health challenges of today.

**Partnerships**
As well as a unique partnership between the Universities of Hull and York, Hull York Medical School works with NHS Trusts, Mental and Community Health organisations and GPs across the Yorkshire region. These partnerships ensure the School remains in touch with the healthcare needs of the communities it serves, while keeping abreast of current and future workforce challenges, enabling the School to deliver exceptional medical education to its MB BS Medicine and Physician Associate students.

In order to support the continued growth of the School, we’re looking for a creative, energetic and experienced individual to join our Marketing and Communications Team to produce standout digital content for our key audiences across our multiple channels.

Hull York Medical School’s digital platforms are the primary communication methods for prospective and current students and further support staff attraction and research partners. These audiences are looking for relatable and engaging content which inspires their future choices and there is a growing expectation for digital channels which are responsive, personalised and progressive as well as content which inspires motivates and engages users. You will be responsible for developing digital content in a variety of formats, for delivery across multiple platforms. You will also oversee our social media platforms and be responsible for their future growth and development.

The Marketing and Communications Team proactively manage the School’s brand and reputation, and market the School to its key audiences. The team’s work includes external relations, PR, marketing and promotional activity, internal communications, alumni engagement. It works in partnership with the Marketing and Communications teams at the Universities of Hull and York.

**Specific Duties and Responsibilities of the post**

To work as part of the School’s Marketing and Communications Team to manage and deliver a digital content strategy and marketing campaign content for Hull York Medical School, working with the Marketing and Communications Manager to ensure this aligns with the School’s vision, mission and values and is in support of its brand positioning.

To create a regular stream of high-quality and brand compliant content for use across digital channels, including for the website, social media channels, videos, blogs, infographics and interactive web and mobile applications for marketing and promotional purposes.
To conduct research on industry trends, customer behaviour and competitor strategies to inform future development of digital content and ensure it remains relevant and engaging.

To ensure that digital content is optimised for SEO and user experience and to track and measure the performance of digital content to ensure it meets audience and corporate objectives.

To support staff within the Marketing and Communications Team to develop digital marketing activity, including the development of highly attractive digital content to ensure a consistent brand message across all digital channels.

To oversee newsletter subscriber databases and coordinate newsletters/digital communications to the School’s key audience groups.

To oversee and manage the School’s social media channels, including remaining abreast of future trends, monitoring ongoing performance and working with the Marketing and Communications Administrator to oversee creation and/or scheduling of social media content.

To oversee the Medical School’s website to ensure that full use is made of search engine optimisation and navigation, to monitor web traffic and performance and to ensure compliance with current standards HTML5 and CSS3 and current accessibility WCAG2 standards – using the School’s Content Management System Contensis.

To work collaboratively with the Digital Marketing team at Hull (who provide development support) to develop an annual plan of digital improvement projects to enhance the performance of the School’s website in support of the wider marketing and communications strategy.

To act as the School’s representative when required on relevant University Committees, working groups, and School Committees.

The post holder will be based at the Hull campus within the Marketing and Communications Team within Hull York Medical School but working closely with the Marketing and Communication team at Hull. Occasional travel between Hull and York campuses will be required.

The post holder will work flexibly and collegiately within a changing and adaptive planning environment within the School, with partners across the Universities of Hull and York (in particular their Marketing and Communications departments) and externally. This may include occasional weekend working (e.g. assisting at School Open Days).

**GENERIC JOB DESCRIPTION**

The job duties and responsibilities listed below are intended to describe the general nature of the role. The duties and responsibilities and the balance between the elements in the role may change or vary over time depending on the specific needs at a specific point in time or due to changing needs in the department. Candidates should note that there may not be an immediate requirement to carry out all the activities listed below.
Overall Purpose of the Role

The role holder:
- Will provide professional advice and/or support, directly or indirectly, to faculty and/or department based upon a full understanding of a professional or specialised area of work
- Will have gained a professional qualification (or are working towards) and/or vocational or professional experience
- Will be expected to contribute to longer term developments within the faculty/department by giving advice and specialist support
- Will influence decisions or events by working collaboratively internally and externally to the University
- Will evaluate and analyse information and use initiative and creativity to solve non-standard problems
- May lead a team within the department and/or in project activity and plan, prioritise and monitor to ensure effective use of resources

Main Work Activities

Communication
Provide advice and guidance of a specialist nature to managers, staff, students and visitors
Deliver established presentations to communicate information across Faculty/Dept/University
Attend meetings to report on information/data
Take notes and produce formal minutes at meetings when required
Format and edit publications
Draft formal documentation
Compile procedural manuals and other University documentation
Write and maintain web pages

Teamwork
- May be required to supervise the work of others
- Provides advice and guidance to other members of the team

Liaison and Networking
- Proactively develop and maintain internal and external contacts to benefit the University
- Participate in networks internally and/or externally

Service Delivery
- Provide specialist administrative support to colleagues including academic and administrative staff
- Develop and manage projects that contribute to improving service delivery
- Develop and maintain systems and processes to ensure effective delivery of the service
- Contribute to policy development

Planning and Organisation
- Organise and represent the area and University at events
- Plan and monitor the work of others
- Co-ordinate departmental processes in conjunction with senior colleagues
- Organise, prepare and service committees as appropriate
- Contribute to the longer-term operational planning of the Faculty/Department
Analysis/Reporting

- Analyse qualitative and quantitative data producing draft reports identifying key issues that inform management interventions. Formulate recommendations and provide advice on the implications of the data.

Additionally, the post holder will be required to:

- Fulfil the employees’ duties described in the University’s health and safety policies and cooperate with the health and safety arrangements in place within the department. May be required to undertake specific health and safety roles on request e.g. Display screen equipment assessor, departmental safety officer, fire warden.
- Show a commitment to diversity, equal opportunities and anti-discriminatory practices. This includes undertaking mandatory equality and diversity training.
- Comply with University regulations, policies and procedures.

COMPETENCY SPECIFICATION

To fulfil your role, you will need certain knowledge, skills and competencies. The following competency specification provides a framework within which your performance will be assessed. The interview assessment may include, for example, testing on IT skills.

The Competencies set out below are essential and are core requirements needed to perform the role and any candidate who fails the requirement will not be taken forward for further assessment or to interview.

<table>
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<tr>
<th>Competency</th>
<th>Identified by</th>
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<tbody>
<tr>
<td>Knowledge and Experience</td>
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<tr>
<td>Has relevant experience of working in digital marketing and content creation</td>
<td>Application/Interview</td>
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<td>A relevant degree or equivalent qualification and/or experience.</td>
<td>Application/Interview</td>
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<td>Able to demonstrate a good understanding of digital marketing issues and best practice, including both UK and international. Knowledge of higher education marketing desirable.</td>
<td>Application/Interview</td>
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<td>Knowledge and experience of project and programme management techniques in the delivery of marketing and communications activity</td>
<td>Application/Interview</td>
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<td>Experience of successfully implementing a digital content strategy across multiple channels, to raise awareness and engagement</td>
<td>Application/Interview</td>
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<td>Able to demonstrate excellent digital design skills and brand awareness including identity, tone of voice and the impact of brand on reputation.</td>
<td>Application/Interview</td>
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Technical knowledge, including the integration of multiple platforms, use of analytics and search engine optimisation and other tools to improve browser experience.

Experience designing and building websites with HTML, CSS and JavaScript and to current accessibility WCAG2 standards. Knowledge of Content Management System e.g Contensis.

Has an active approach to continuing professional development/undertaking training as appropriate for personal and professional development.

Communication (Oral and Written)
Can demonstrate the ability to provide information in a suitable format so that the others’ needs are met and adjusts the level of content to help others understand.

Teamwork and Motivation
Can demonstrate the ability to delegate work to others and/or help to build co-operation to deliver team results.

Liaison and Networking
Can demonstrate the ability to work across the University and/or externally to build and strengthen working relationships. Actively pursues a shared interest and works jointly to influence events and decisions.

Service Delivery
Can demonstrate the ability to seek ways to improve and adjust current levels of service. Deals with complaints and initiates contact with customers to obtain their reactions and views about the service and future needs.

Decision Making
Can demonstrate the ability to consider the impact on the Faculty/Service. Knows where a decision is beyond their responsibility and refers to others.

Planning and Organisation
Can demonstrate the ability to ensure that the work is carried out effectively and that resources are available to meet demand. Identifies the need for further action and resources by monitoring progress.
**Initiative and Problem Solving**
Can demonstrate the ability to investigate problems to identify their cause, takes action to prevent recurrence of problems and considers possible solutions to identify those which offer wider benefits.

**Analysis/Reporting**
Can demonstrate the ability to select appropriate methods for data gathering and analysis. Gathers data thoroughly and accurately and subjects it to rigorous analysis. Obtains additional data if required.