

Job Description

Post Title: Digital Communications Coordinator

Responsible to: Communications & Marketing Manager

Responsible for: Student Staff

Summary of post: To deliver digital communications activities for the organisation, ensuring the Guild's messages are consistent, professional and effective at all times. To develop campaigns and activities which engage the Guild's members, further the organisations brand and maximise exposure across a range of digital platforms.

Duties and Responsibilities:

1. To work with the Communications & Marketing Manager to coordinate and deliver successful digital communications campaigns in order to increase student engagement.
2. To coordinate the delivery of professionally produced, interactive, innovative and engaging media content; including video and photography, for use across key digital campaigns.
3. To work with elected officers and staff to create and deliver engaging and effective digital campaigns to support the delivery of objectives and promotion of events and services.
4. To deliver and evaluate key digital marketing activities - including areas such as Conversion Rate Optimization (CRO), Search Engine Optimisation (SEO), e-marketing and social media.
5. To increase social media engagement to enhance reach, post engagement and brand identity.
6. To schedule and publish original media content, across digital marketing channels in a timely manner and to agreed schedules.
7. To work with the Communications & Marketing team to develop targeted messages and communications campaigns to key demographics and segments of the student population.
8. To ensure digital communications campaigns and messages are consistent, powerful and effective, and in line with the Guild's brand.
9. To monitor and evaluate the effectiveness of campaigns and activities, and make recommendations where applicable.
10. To keep up to date with varied digital marketing trends in order to enhance content and promote best practice activity.

11. To support outreach and engagement activity, and the delivery of key events such as the Guild Awards, Welcome Week and Open Days.
12. To supervise a small team of student staff, to including customer service standard setting and ensuring the team adheres to relevant Guild policy.
13. To support the Communications & Marketing Manager as applicable, and to support the work of the Communications & Marketing Department, where necessary, in the event of sickness, holiday or other exceptional circumstances.
14. To adhere to all relevant Guild policy with particular reference to staffing, health and safety, environmental, and any relevant Guild Policy where it may impact upon your role.
15. To undertake appropriate training and personal development as required for the role.
16. To participate as a member of the Communications & Marketing Department and Guild team.
17. To undertake such other duties as may be reasonably required, consistent with the nature and grade of the post
18. To portray a positive image of the Guild both internally and externally, and set high standards of personal integrity and professionalism, leading by personal example.

July 2018

Person Specification: Digital Communications Coordinator

	You must be able to demonstrate in your application that you have;	Essential	Desirable
QUALIFICATIONS			
1	Good general education to Degree standard, including Maths and English at least to GCSE C, or equivalent	✓	
2	Relevant skills training & experience in the field of digital communications/marketing	✓	
3	Communications/Marketing, or related, educational or professional qualification		✓
KNOWLEDGE AND EXPERIENCE			
4	Experience of coordinating effective communications activity & campaigns	✓	
5	Experience of producing engaging digital content across a range of platforms.	✓	
6	Experience of targeting and segmenting messages	✓	
7	Experience of developing online and digital communications content (including paid advertising)	✓	
8	Experience of coordinating social media activity (including	✓	
9	Experience of the content design process, including using content management/CRM systems, WordPress, Mailchimp and/or related programmes.	✓	
10	Experience of working to targets, goals and objectives	✓	
11	Experience of working on a range of projects simultaneously	✓	
12	Experience of Windows/PC based software	✓	
13	Knowledge & experience of Higher Education		✓
SKILLS AND ABILITIES			
14	Ability to communicate well with all levels of staff & elected officers	✓	
15	Ability to present information clearly and concisely in writing or verbally	✓	
16	Excellent written and spoken English	✓	
17	Ability to work within tight administrative systems and processes in an efficient and timely manner	✓	
18	Ability to organise self & others	✓	
19	Ability to manage and develop relationships with key stakeholders	✓	
20	Ability to communicate highly effectively, written verbally and in presentations	✓	
PERSONAL QUALITIES			
15	Understanding of and a commitment to Equality of Opportunity	✓	
16	Team focussed approach	✓	
17	Self-motivated	✓	
18	Flexible	✓	
19	Committed to continuously improving service delivery	✓	
20	Customer focus	✓	
21	Persistent & able to persuade others to meet your deadlines	✓	
22	Attention to detail	✓	

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