Job Related Information

This document includes information about the role for which you are applying and the information you will need to provide with your application.

1. Role Details

<table>
<thead>
<tr>
<th>Vacancy reference</th>
<th>14850</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job title:</td>
<td>Digital Content and Social Media Officer</td>
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<tr>
<td>Reports to:</td>
<td>Marketing and Communications Manager</td>
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<tr>
<td>Salary:</td>
<td>£32,548 - £38,833</td>
</tr>
<tr>
<td>Terms and conditions:</td>
<td>Academic Related</td>
</tr>
<tr>
<td>Grade</td>
<td>7</td>
</tr>
<tr>
<td>Duration of post:</td>
<td>Temporary to 31 July 2020</td>
</tr>
<tr>
<td>Working hours:</td>
<td>Full-time (37 hours)</td>
</tr>
<tr>
<td>Location:</td>
<td>Development Office</td>
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<tr>
<td></td>
<td>1st Floor Jim Burrows building</td>
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<tr>
<td></td>
<td>Walton Hall</td>
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<td></td>
<td>Milton Keynes</td>
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<td></td>
<td>Buckinghamshire</td>
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<tr>
<td></td>
<td>MK7 6AA</td>
</tr>
<tr>
<td>Closing date:</td>
<td>Noon, Monday 30 July 2018</td>
</tr>
<tr>
<td>Type of application form accepted:</td>
<td>CV and Open University (OU) short application form with covering letter (no more than two sides of A4) detailing how you meet the required criteria in the person specification.</td>
</tr>
<tr>
<td>Number of referees required:</td>
<td>3</td>
</tr>
<tr>
<td>Unit recruitment contact:</td>
<td>Claire Nappin</td>
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</tbody>
</table>
2. Summary of duties

Purpose of Role
The role holder is responsible for supporting development and implementation of the marketing and communications strategies designed to raise funds for and awareness of The Open University’s social justice activities. The role holder will be a digital specialist with expertise in social media engagement; creating, developing and maintaining websites and digital platforms; and regular reporting on web analytics. The role holder will be creative and innovative with the ability to bring digital communications to life and increase reach of our messages. The role holder will also assist with some design and copywriting.

Main Responsibilities

- Responsible for managing the University’s fundraising and alumni digital presence, including planning, execution and optimisation of our online marketing efforts and ensuring that messaging is engaging, on brand and relevant to target audiences

- Manage and maintain the Development department’s web presence including creating and optimizing content for website and social network accounts such as LinkedIn and Twitter. Provide creative ideas for content marketing and update website. Managing the content on the Alumni website

- Champion the fundraising and alumni brands across the University offering advice to internal stakeholders on digital marketing, effective messaging and use of images

- Be a brand guardian, ensuring that all communications are on brand, consistent and focus on our customers, stakeholders and employees, adhering to best practice

- Research and create relevant and interesting content to support the development of infographics, video clips and other new digital media

- Research new technologies associated with design and digital to optimise marketing collateral

- Update the Development Office’s intranet site, with full refresh of content where needed

All staff are expected:

- to undertake any other duties which may reasonably be required

- to take reasonable care of the Health and Safety of themselves and that of any other person who may be affected by your acts or omissions at work

- to demonstrate a strong commitment to the principles and practice of equality and diversity
3. Person specification

**Requirements  (E = Essential/ D = Desirable)**

### Education, qualifications and training

- A degree (equivalent qualification) or proven track record of extensive experience working in a professional digital marketing role (E)

- Proven marketing and communication experience in an appropriate setting (E)

- Appropriate professional training and development and/or digital marketing related degree (D)

### Knowledge, work and other relevant experience

**Essential:**

- Proven track record of extensive experience working in a digital marketing role
- Experience of both business to business and consumer communications
- Track record of producing engaging content for multiple target audience groups
- Experience of working within strict brand guidelines
- Excellent knowledge of website Content Management Systems and ability to fix bugs and errors in online content
- Experience of social media scheduling and analytic tools
- Proficient in InDesign, Illustrator, and Photoshop including photo retouching and colour correcting skills in Photoshop
- Demonstrate ability to track and analyse website traffic and flow and provide regular internal reports and make recommendations for improvements
- Excellent knowledge of search engine optimisation and marketing
- Ability to project manage multiple campaigns/projects within deadline

**Desirable:**

- Experience of the education/fundraising sector
- Knowledge of end to end design and print processes
- Knowledge of creating print-ready artwork
- Basic understanding of other elements of the Adobe suite, including Premiere Pro and Animate – or software with similar capabilities for video editing and animation
Skills, capabilities and qualities

Essential:
- Ability to interpret creative briefs and to work with minimal briefing
- Ability to work on own initiative from concept through to delivery
- Must be a team player but have ability to work alone without supervision
- Ability to digest new information quickly and think logically and concisely
- Ability to work independently under pressure excellent organisational skills, ability to manage a large and complex workload to a professional standard
- Impeccable attention to detail

Desirable: N/A

4. Role specific requirements e.g. Shift working

Out of office hours travel to events, to support the delivery of presentations where needed.

5. About the unit/department

The Development Office is a part of the External Engagement Group

The key roles of the External Engagement Group (EEG) are to help the University to respond to the opportunities in the external environment and to project the University effectively to that outside world, to contribute to the successful delivery of the University’s Mission, Vision and Strategic objectives.

Under the leadership of the Chief Commercial and Strategy Officer, the External Engagement Group (EEG) comprises the University’s principal externally-facing Units – the Marketing Unit, Business Development Unit, Development Office, International Development Office and Communications Unit.

There are two sub-teams:

The Partnerships and Philanthropy Team specialises in major gift donations; seeking to secure donations of £50,000+ for The Open University. This funding is secured from mixed portfolios comprising of individuals, trusts and foundations, corporations and institutional grant makers. As well as identifying and securing gifts via a mix of face-to-face meetings and comprehensive proposal writing, the team are also responsible for all stewardship, managing all reporting and invoicing following the initial gift. Other duties in the team include organising and running high-profile fundraising events; undertaking all prospect research and due diligence; and working across the university to identify and articulate key funding needs.

The Alumni Team which seeks to engage alumni in a lifelong relationship with the University. The team also seeks support, primarily from the OU’s alumni body (but also students, staff and others), and includes:
Legacy Fundraising
Secures support from people leaving gifts in their Will.

Annual Fund
Seeks one off and regular donations, usually up to £10,000 and includes an in-house telephone fundraising team.

Mid Value Programme
Raises gifts from £10,000 – £50,000.

The Development Office is also responsible for running and managing the OU’s first fundraising campaign ‘Open Up the Future’; securing £50 million in further philanthropic donations by 2019. It also responsible for managing the OU’s wider commemorative 50th Anniversary campaign.

The teams are supported by colleagues working in finance, operations and database.

6. How to obtain more information about the role or application process

If you would like to discuss the particulars of this role before making an application or have any questions regarding the application process please contact Claire Nappin, Staffing and Resources Coordinator, by phone on +44 (0) 1908 659 159 or email to OUDO@open.ac.uk

7. The application process and where to send completed applications

<table>
<thead>
<tr>
<th>Please ensure that your application reaches the University by:</th>
<th>Noon, Monday 30 July 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post it to:</td>
<td>Claire Nappin</td>
</tr>
<tr>
<td>Name/Job title:</td>
<td>Staffing and Resources Coordinator</td>
</tr>
<tr>
<td>Department/Unit:</td>
<td>Development Office</td>
</tr>
</tbody>
</table>
| Address: | The Open University  
1st Floor Jim Burrows Building  
Walton Hall  
Milton Keynes  
Buckinghamshire |
| Post Code: | MK7 6AA |
| Or e-mail your application to: | OUDO@open.ac.uk |
## 8. Selection process and date of interview

<table>
<thead>
<tr>
<th>The interview panel will be chaired by:</th>
<th>Selena Devereux – Head of Development Operations</th>
</tr>
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<tbody>
<tr>
<td>The other members of the interview panel will be:</td>
<td>Clare Charlton – Deputy Director of Development: Campaigns</td>
</tr>
<tr>
<td></td>
<td>Robyn Bateman - Deputy Head of Social Media Engagement</td>
</tr>
<tr>
<td>The interviews will take place on:</td>
<td>Thursday 23 August 2018</td>
</tr>
<tr>
<td>The selection process for this post will include</td>
<td>Job related task and interview.</td>
</tr>
</tbody>
</table>

- We will let you know as soon as possible after the closing date whether you have been shortlisted for interview. Further details on the selection process will also be sent to shortlisted candidates.
- Applications received after the closing date and time will not be accepted.