University of Nottingham Malaysia Campus
Role Profile

Job Title: Digital Marketing Officer

School/Department: Corporate Marketing

Job Description: To develop, maintain and improve the University of Nottingham Malaysia Campus' web presence. To provide guidance to schools and departments in the on-going development of their web presence using CMS, through support, advice and development work. To lead the design and on-going evolution of the site including multi-media and mobile developments. To support new and specialist web design and development projects and to contribute to updates, refreshes and general design and build projects as required. To assist in the creation of high quality copy for both digital and print media. To support the delivery of a variety of content to target markets via relevant social media.

Appointment Grade: **UNMC – Level 3**

Main Responsibilities:

	Main Responsibilities	Indicative time allocation per year
1.	**Website** • Develop sites using the Contensis Content Management System (CMS), laying out pages and setting up mini-templates and HTML snippets as necessary. Liaise closely with staff responsible for web presence in Faculties, Schools, departments and administrative units to ensure sites meet their needs. • Review/proofread/approve website content including development/set-up of new sub-sites; ensure that publication of new content takes place; • Manage all imagery and video content for the website; • Maintain the banner on the homepage • Maintain key areas of the website: including course lists, entry requirements, tuition fees, accommodation information and 'About Us' sections • Ensuring that users conform to corporate guidelines on web implementation. • Working with Google Analytics to monitor effectiveness. • Train new CMS users and provide appropriate supporting documentation • General maintenance of key areas of the UNMC website • Liaise with recruitment teams to ensure key recruitment events	40%

	are on the web in a timely manner • Support for CFFRC website	
2.	**Social media** • Manage Facebook page, posting 1-2 times daily/update cover image/pre-schedule key posts for busy periods/out of office • Organise/collect photos from key events for uploading • Monitor page for inappropriate content • Monitor to ensure that enquiries are being answered in a timely manner • Advise/support schools on development maintenance of their own pages • Manage twitter account, aim to tweet roughly 5xday/schedule tweets for big events/out of office/follow other UoN accounts/academics/students/societies – coordinate with UK digital engagement team where necessary • Management of UNMC blogs • Ensure that images are in place for blogs/set featured blog • Basic troubleshooting • Basic YouTube maintenance • Engagement with social media team at the UK campus on the management of UNMC's presence including the development of new social media activity • Work with Digital Engagement team in the UK on key projects • Proactively identify and source content to promote the University (including repurposing existing content)	40%
3.	**Other** • Interrogate CRM system as needed to assist in understanding the effectiveness of corporate digital marketing • Involvement with relevant University projects • General liaison with the Marketing and Communications Team at the UK campus to ensure a co-ordinated approach to social media and digital marketing • Coordinate marketing/comms visits (general, video, photography) • HTML emails	20%

Knowledge, Skills, Qualifications & Experience

Person Specification:

	Essential	Desirable
Qualifications/ Education	• Educated to Degree level or equivalent. • Fluent English Speaker.	• Previous use of Contensis CMS • Web or digital marketing qualification or equivalent experience.

Skills/Training	• Understanding of technical architecture of Content Management Systems • Good understanding of a range of different social media • Excellent copywriting and editing skills • Good understanding of web accessibility & usability guidelines and principles • Written communication and presentation skills • Awareness of legal issues such as copyright, data protection and FOI • Excellent organisational skills. • Team-working and team management skills.	• Knowledge of W3C accessibility guidelines and the importance of DDA compliance • Creation and editing of graphics using Adobe Photoshop or another graphics package • Knowledge and understanding of project management methodologies • Understanding of the essentials of paid for digital advertising
Experience	• At least 2 years' experience of developing websites for large organisations using a content management system • Experience of liaising with technical and non-technical colleagues • Experience of multi-media content development • Experience of social/digital media	• Project management experience • Experience of working in Higher Education • Experience of designing & developing Flash animation
Personal Attributes	• Ability to develop constructive and strong relationships with a range of people both inside and outside the University. • Excellent communication, presentation and interpersonal skills.	
Other	• An ability to prioritise and to schedule workloads in the face of conflicting demands, and to be flexible in response to changing demands. • Commitment to service quality.	

Decision Making

i) taken independently by the role holder;

Routine management of web and social media content, visit planning

ii) taken in collaboration with others;

Working with the Digital Marketing Executive and CRM officer to ensure a co-ordinated approach to UNMC's digital presence.

Collaborative decision making with respect to issues where there might be potential sensitivities around content or presentation.

iii) referred to the appropriate line manager (Director of Corporate Marketing) by the role holder.

Issues relating to policy decisions with respect to the style and content of digital marketing

Grade Summary

Appointment Grade: UNMC – Level 3

Grade Description
Roles at this level will require knowledge of the general principles and standard practices in a technical, financial, professional or similar field and/or require an understanding of the systems, policies, or processes of the University relevant to their section of work. Knowledge will have been gained through formal qualification and/or considerable relevant work experience. Work will either demand the application of specialist knowledge, or have a mainly planning and co-ordination content and/or be of a supervisory nature. A consistently high degree of personal responsibility and initiative will be required to respond independently to queries and use judgement to deal with daily unforeseen problems and circumstances, with limited guidance.

Key Competencies

Competence	Description
Judgement	Work within established policy and practice, using analysis and judgement to make decisions in most straightforward cases with consultation where necessary.
Initiative and Creativity	Able to contribute to the development of and change in established operational processes.
Professional Excellence	Customer orientated with a good understanding of the range of digital marketing channels and the importance of an integrated approach to marketing communications.
Co-operation/teamwork	Work in partnership across organisational boundaries and across levels to support and contribute to the broader functional and University strategy.
Reliability and dependability	Sustain a level of service delivery that is consistently of a high standard, ensuring that

	both self and the team are able to deliver the relevant services on time and as promised.