Content and Production Editor (Digital)

<table>
<thead>
<tr>
<th><strong>Department:</strong></th>
<th>Communications, Marketing and Recruitment (CMR)</th>
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<tbody>
<tr>
<td><strong>Grade/ Salary:</strong></td>
<td>Grade 6, £34,919 - £37,817 (pro-rata)</td>
</tr>
<tr>
<td><strong>Contract Type:</strong></td>
<td>Fixed term (6 months)</td>
</tr>
<tr>
<td><strong>Hours:</strong></td>
<td>21hrs per week (Part time)</td>
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<tr>
<td><strong>Location:</strong></td>
<td>New Cross, London</td>
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Goldsmiths

Goldsmiths, University of London is a world-leading centre of educational excellence where ground-breaking research meets innovative teaching and thinking. We're looking for inspiring and talented people to help build on our global reputation while also growing personally in a true learning organisation.

As a college we are working to tackle inequality in all its forms and are working to promote equality on grounds of race, disability, age, sex, gender identity, sexual orientation, religion and belief, marriage and civil partnership, pregnancy and maternity, and caring responsibilities. We are keen to attract candidates from diverse backgrounds who share our commitment to creating an inclusive culture in which all students and staff can thrive.

Information for candidates with disabilities can be found on our Disability & Individual needs page. We are happy to supply information in alternative formats for applicants if required. Please contact hr-recruitment@gold.ac.uk to make your request.
Communications, Marketing and Recruitment Directorate

The Communications, Marketing and Recruitment (CMR) team plays a central role in telling the Goldsmiths story to our key audiences. Our CMR Strategy is aligned to four institutional objectives (a distinctive academic portfolio and approach to teaching and learning; research engaged in real world problems; promoting Goldsmiths as a cultural hub; and preparing students for the future job market).

The team covers internal communications, media relations, strategic communications, brand and design, digital (website, video and social media), marketing, business partnering, and UK and International recruitment. Colleagues are encouraged to be ambitious, committed to the learning and development of themselves and others, keen to work across conventional boundaries, and driven by the desire to play their part in the delivery of an excellent student, colleague and external audience experience.

Job description

Reporting to: Marketing Manager (Content & Production)

Summary:
We are looking for an experienced candidate to join our team for a six-month fixed-term contract, dedicated to transforming our programme pages on the Goldsmiths website. As the Content and Production Editor (Digital), your expertise will be crucial in executing this vital project. You'll play a pivotal role in revamping and optimising programme content for prospective students.

Your role will mainly focus on migrating programme content into our new templates on our CMS. You will be responsible for ensuring that the transformation process is seamless, efficient, and aligns with our university's standards. Collaborating closely with academic departments, you will enhance programme information to make it more engaging and informative.

The ideal candidate will bring a wealth of experience in content editing and digital content management, including strong content strategy, development, and deployment expertise. Proficiency in utilising CMS is essential for success in this role. We are
seeking an individual who thrives on collaboration, possesses exceptional attention to detail, and is dedicated to delivering a top-tier digital experience. Additionally, you should excel in project management, efficiently managing your own time and resources to ensure the successful completion of this project.

Strong copywriting skills in a digital context are a must-have attribute. Your ability to craft engaging and persuasive digital content will be crucial in enhancing the appeal of our programme pages to prospective students.

Main duties:

- Content creation and strategy development: Crafting and implementing a content strategy that enhances the attractiveness and effectiveness of the programme pages on the Goldsmiths website;
- Editorial oversight: Managing the content review and update process for nearly three hundred live programme pages, ensuring that each page meets the high standards expected by the institution;
- Collaboration with stakeholders: Working closely with programme leaders, academic staff, and professional services teams to gather accurate and engaging content for the programme pages;
- Quality assurance: Ensuring all content is current, accurate, engaging, and aligns with Goldsmiths' branding and strategic objectives as well as observing all changes in light of our obligations under consumer law and accessibility guidelines;
- Project management: Overseeing the project timeline, coordinating tasks, and ensuring the project is progressing on schedule without compromising on the quality of output.
- Content auditing: Conducting thorough reviews of existing content to identify areas for improvement, and implementing changes to enhance accessibility, engagement, and user experience.
- Cross-functional teamwork: Liaising with various departments to ensure a cohesive approach to content creation and strategy, and to integrate diverse perspectives into the content.
- Work with the Marketing Manager (Content & Production) to implement the actions identified in our marketing strategy and associated operational plans;
You will be required to undertake any other duties as may reasonably be required.

Ensure that you are aware of and aligned with Goldsmiths’ Regulations, Strategy, and Objectives to work together to proactively advance Equality and Diversity

At all times to help maintain a safe working environment by participating in training as necessary and following the Goldsmiths’ Health and Safety Codes of Practice and Policy

**Person Specification**

Detailed below are the types of qualifications, experience, skills, and knowledge which are required of the post holder. Selection will be made upon evidence of best fit with these criteria.

The Essential criteria sections show the minimum essential requirements for the post, therefore if you cannot demonstrate in your application, you meet the essential criteria categorised below, you will not be invited to interview.

The Desirable criteria sections show additional attributes which would enable the applicant to perform the role more effectively with little or no training.

The Category column indicates the method of assessment:

<table>
<thead>
<tr>
<th>Category</th>
<th>Essential Criteria 1 - Qualifications</th>
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<tbody>
<tr>
<td></td>
<td>A bachelors degree or equivalent</td>
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<tr>
<td></td>
<td>A, C</td>
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<tr>
<td>Desirable Criteria 1 - Qualifications</td>
<td></td>
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<td>--------------------------------------</td>
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<tr>
<td>Project Management qualification</td>
<td>A, C</td>
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**Essential Criteria 2 - Experience**

| Experience of using Content Management Systems to maintain high profile online content. | A, I, R, P |
| Experience of creating and developing content and content strategies for marketing campaigns. | A, I, R, P |
| Experience of working in a highly consultative organisation and of managing different stakeholders. | A, I |
| Demonstrable experience of producing content for multiple channels | A, I, R, P |

**Desirable Criteria 2 - Experience**

| Understanding of accessibility regulations in the Higher Education sector. | A, I |

**Essential Criteria 3 – Knowledge**

| An understanding of the customer journey within the HE sector | A, I |

**Essential Criteria 4 - Skills**

| An excellent writer with strong copywriting and editorial skills, and impeccable attention to detail. | A, I, R, P |
| Competent using Adobe Creative Suite to edit imagery and other content, and excellent skills in Microsoft packages. | A, I |
| Optimising web pages and content for advertising conversions and organic search. | A, I, R |
| Proven ability to deal with a varied and complex workload. | A, I |
| A proactive, independent and committed team member with excellent verbal and written communication skills. | A, I |

**Desirable Criteria 4 - Skills**

| Passionate about digital content and contemporary technologies. | A, I |

Please also note that where qualifications are required, employment is conditional on the verification of them. Qualifications (must be original documents) will be checked before the first day of appointment.

For more information about the role, please contact Alice Kirkham, a.kirkham@gold.ac.uk.

January 24
Summary of Benefits

If you choose to work with us, you’ll become part of a learning organisation that is committed to professional and personal development, with comprehensive and innovative staff development and wellbeing programmes.

You’ll also have access to frequent lunchtime and evening talks, seminars and performances, and annual performance and development reviews.

Our other benefits include:

- Competitive salary
- Working in Zone 2, with fantastic transport links and interest free travel to work loans
- Excellent annual leave entitlement plus additional closure days at Christmas and Easter
- Membership of USS or LPFA pension scheme, dependent upon grade
- Maternity, paternity, shared parental leave and adoption leave and pay.
- Contractual sick pay provision
- Access to an Employee Assistance Programme, offering 24/7/365 confidential and free advice, support, and information service on a range of personal, family, or work-related matters.
- Free eye tests
- Cycle to work scheme.
- Wellbeing initiatives including the Chaplaincy and Staff Choir
- On-site dining facilities
- Access to University of London facilities such as Senate House Library

Further information

For more information about Goldsmiths, please visit: www.gold.ac.uk/about

Thank you for your interest in working with us, we wish you all the best with your application.