



**UNIVERSITY OF LEEDS**

## **CANDIDATE BRIEF**

**Digital Education Officer (Engagement and Communications),  
Digital Education Service**



**Salary: Grade 5 (£22,659 – £26,243 p.a.)**

**Reference: CSDLS1050**

**Fixed term until 31 July 2020**

**We will consider flexible working arrangements**

**Secondment opportunities will also be considered**

## **Digital Education Officer (Engagement and Communications) Digital Education Service**

**Are you self-motivated, organised, with attention to detail and excellent communication skills? Are you passionate about supporting online learners and engaging with a global community of women business owners?**

You will support a community of online learners and alumni on the Goldman Sachs Foundation 10,000 Women course on Coursera under the direction of the Engagement and Communications Manager.

You will act as a course host and contribute to the Service's provision of an excellent learner experience via in-course communications and support, as well as off-platform engagement activity such as webinars and email newsletters. You will use your communication skills to build relationships with online learners and alumni from around the world, and proactively identify opportunities for drawing on alumni stories to promote engagement with the online courses. You will gather feedback and evidence of course impact from learners and alumni, and contribute to the evaluation of the courses and to formal and informal reporting to senior stakeholders.

You will have a positive, proactive approach to your work, be communicative, organised, flexible and committed, with the ability to work alone as well as part of a team. We are looking for someone with excellent communication skills, some experience in a student support or customer service role, and an aptitude for picking up new systems and software.

### **What does the role entail?**

As Digital Education Officer (Engagement and Communications) your main duties will include:

- Supporting the Engagement and Communications Manager with the implementation of the 10,000 Women communications strategy;
- Supporting an international community of online learners and alumni;
- Developing relationships with learners and alumni through email, telephone and synchronous online communication tools (such as Skype);
- Gathering feedback and evidence of course impact from learners and alumni to inform reporting to senior stakeholders;



- Identifying opportunities to draw on alumni stories to encourage participation and engagement in online courses, working with Content and Production teams within the Service to produce high-quality marketing assets featuring alumni;
- Supporting online events such as webinars, including pre and post-event communication, and facilitation;
- Monitoring course discussion forums and responding to learner queries;
- Maintaining a database of learner and alumni contacts to enable analysis which will produce insights into behaviour and targeted interventions to improve engagement and course completion;
- Generating communications (email and online) aimed at encouraging learners to engage in online courses;
- Following processes for sending and tracking email communications through an email management system (NewZapp);
- Responding efficiently and professionally to enquiries or requests for information from internal and external stakeholders;
- Supporting the Digital Analytics and Insight Manager with preparation of reports for internal and external stakeholders.

These duties provide a framework for the role and should not be regarded as a definitive list. Other reasonable duties may be required consistent with the grade of the post.

## What will you bring to the role?

As Digital Education Officer (Engagement and Communications) you will have:

- Experience in a customer service or student support role;
- Experience of copywriting and editorial duties such as preparing email newsletters or online content;
- Strong IT skills, proficient in use of Microsoft Office products, with the ability to learn and use new systems;
- Excellent written and verbal communication skills, with the ability to modify your approach for different audiences;
- Excellent interpersonal skills including the ability to build relationships with a wide range of stakeholders including international audiences;
- The ability to work effectively in a team environment by collaborating, supporting and valuing the contribution of colleagues;
- The ability to think creatively and take an innovative approach to meeting defined objectives;



- A flexible approach, with excellent organisational, planning and time management skills, and the ability to adapt priorities to meet deadlines and conflicting demands across the service as peak workloads require.

You may also have:

- Bachelor's degree and/or professional qualifications in Social Science, Business, Marketing or other related area;
- Experience of using email management systems such as NewZapp or Mailchimp;
- Experience of using a database or CRM, preferably for contacts management and/or engagement;
- Experience of qualitative research techniques, including questionnaire and survey design and analysis, and moderation and analysis of focus groups and in-depth interviews;
- Knowledge and/or experience of online and digital education and/or online learning platforms such as Coursera or FutureLearn.

## How to apply

You can apply for this role online; more guidance can be found on our [How to Apply](#) information page. Applications should be submitted by **23.59** (UK time) on the advertised closing date.

## Contact information

To explore the post further or for any queries you may have, please contact:

**Megan Kime, Head of Student Education**

Tel: +44 (0)113 343 7710

Email: [M.Kime@leeds.ac.uk](mailto:M.Kime@leeds.ac.uk)

## Additional information

### Working at Leeds

Find out more about the benefits of working at the University and what it is like to live and work in the Leeds area on our [Working at Leeds](#) information page.



### **Candidates with disabilities**

Information for candidates with disabilities, impairments or health conditions, including requesting alternative formats, can be found on our [Accessibility](#) information page or by getting in touch with us at [disclosure@leeds.ac.uk](mailto:disclosure@leeds.ac.uk).

## **Criminal record information**

### **Rehabilitation of Offenders Act 1974**

A criminal record check is not required for this position. However, all applicants will be required to declare if they have any 'unspent' criminal offences, including those pending.

Any offer of appointment will be made in accordance with our Criminal Records policy. You can find out more about required checks and declarations in our [Criminal Records](#) information page.

