



UNIVERSITY OF LEEDS

CANDIDATE BRIEF

Digital Communications Officer, Communications



Salary: Grade 6 (£27,511– £32,817 p.a.)

Reference: CSCOM1052

We will consider flexible working arrangements

Digital Communications Officer

Digital Communications, Communications

Are you a digital content creator with an ability to think creatively to communicate a wide range of topics? Can you plan and devise campaigns to tell a compelling story across different channels? Are you a motivated individual, who thrives in a fast-paced team and can work to discover and identify projects where digital activity can add value?

The University's approach to digital channels is increasingly focused on two-way communication and engagement across a range of communities; informing, engaging and inspiring people with a variety of news, insights and information. These audiences range from current students and staff to prospective students, research partners, alumni and media.

We want to use engaging stories about research and innovation, the student experience and life in Leeds to support the University's strategic priorities for research and education.

You will plan, create, edit and publish content on social media channels and websites to engage, excite and inform our audiences. You will also help with day-to-day community management and support colleagues to refine their content to deliver authentic, audience-focused communications.

What does the role entail?

As a Digital Communications Officer, your main duties will include:

- Creating, editing and curating content for the University's major social media accounts and digital channels. This includes writing copy, taking and commissioning photography, graphics and video, along with working with specialists and engaging with suppliers;
- Assisting in the coordination of the social media editorial calendar, developing forward plans for content and ensuring it aligns with University's key messaging along with our community and meets audience needs;
- Supporting campaign work from the marketing, media relations, alumni and international teams, encouraging and advising on the most appropriate delivery



methods across owned channels, paid social media and through use of earned media and influencers;

- Identifying opportunities and trends across the digital space, encouraging relationships with online communities and influencers and supporting others to do so. Contributing to the representation of the University and its activities online;
- Staying abreast of developments in digital media, providing insight into campaign and channel performance and contributing to the development of Leeds' digital channels;
- Responsibility for maintenance of the University's YouTube account, advising colleagues on appropriate optimisation of content and working with Digital Communications Manager and Videographer in trialling new styles of content on the platform;
- Providing consultancy to individuals and groups across the University on how to make the most from their digital presence. This may include helping them identify the right channels for their audiences to supporting on content delivery;
- Working to support the Communications' focus on effective planning and evaluation, ensuring that work is objective-driven and that messages are influenced by a range of factors including audience needs, earned insight and lessons which can be learned from studying the social media and digital landscape.

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 a Digital Communications Officer, you will have:

- Experience and examples of producing and publishing digital content to engage a range of audiences;
- Experience of using data and examples of using insight to inform, devise, plan and implement objective-driven communications;
- Excellent written and presentation skills, along with an ability to edit written and visual output;
- Excellent organisational and planning skills, able to prioritise under pressure and handle competing deadlines;



- Interest in and curiosity for the work undertaken at the University, across both research and student education;
- A strong sense of creative flair – experience of “telling a story” through creative use of digital channels, including the ability to produce engaging content on complex issues;
- Experience of working with specialists, including designers, photographers, videographers, along with briefing and managing suppliers to produce content or digital assets;
- Outstanding initiative with proactive, self-motivated and flexible attitude. Able to work independently, taking ideas from conception to delivery in a clear and structured way, along with an ability to work as part of a diverse team with a range of different specialisms;
- Strong IT skills, including Microsoft Office and Outlook. Experience of editing and optimising content on digital channels and experience of editing images and video (Photoshop/Adobe Premiere Pro or equivalent) and using web/cloud based tools such as OneDrive.

You may also have:

- Experience of working within or closely alongside a busy and dynamic communications function;
- Knowledge of the higher education sector and the broader issues it faces.

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:

Daniel Preston, Digital Communications Manager

Tel: +44 (0)113 343 5141

Email: d.preston@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.

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 in accordance with our Criminal Records policy. You can find out more about required checks and declarations in our [Criminal Records](#) information page.

