



UNIVERSITY OF LEEDS

CANDIDATE BRIEF

Content Editor, Writer and Video Editor, Communications



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

Reference: CSCOM1055

We will consider flexible working arrangements

Content Editor, Writer and Video Editor Communications

Are you a content writer and editor, able to structure, write and edit clear, concise digital content? Are you adept at assimilating information and drawing on insights to produce effective content for different audiences via different channels and in different voices? Can you work quickly, accurately and under pressure? Do you have skills in producing video content from supplied material and creating short pieces for social media?

This is a new role for the University and we are looking for a talented individual to join our Communications team, working on many different and sometimes complex projects, with different stakeholders, across a number of initiatives.

Successful candidates will need good stakeholder relationships and management, be able to respond quickly to feedback and use the institutional knowledge they build to advise stakeholders as required.

We are looking for someone with considerable digital expertise, particularly working with visual assets for video content for social media. You need to understand web analytics and evaluation tools to inform the team's work. You should have experience of working with a CMS and understand the associated constraints. The successful candidate will understand and apply accessibility standards and have an excellent grounding in digital good practice and use of market insight to shape conversations with colleagues.

What does the role entail?

As a Content Editor, Writer and Video Editor your main duties will include:

- Writing, editing and publishing content for the web and other digital channels (e.g. social media) as well as print, conventional media and stakeholder communications;
- Writing and editing for different audiences, including staff, current and prospective students, partners and external stakeholders, and the general public, using the appropriate voice;
- Editing short video clips for use in social media – creating attractive stories from supplied content or creating simple, animated graphics;



- You will use analytics and insight to inform your work, the work of the team and other stakeholders;
- You will select and edit photography and video assets and be experienced in using a content management system;
- You will need to build good relationships and liaise with a range of colleagues across campus, while working across a number of different projects;
- You will need to gain a thorough knowledge and understanding of the University's channels' and audiences, and the ability to ensure content for these target audiences is identified effectively, working with internal stakeholders to agree the structure and content of communications. This includes working with teams across all University channels including staff, prospective and current students, and the Media Relations team. You will need to understand the relationship between these channels and identify the colleagues responsible for them.

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 Content Editor, Writer and Video Editor, you will have/be:

- Strong copywriting and editorial skills, specifically skills in structuring, writing and editing for different audiences: for the web and other digital channels (e.g. social media) as well as print, conventional media and stakeholder communications;
- Experience in writing for several different audiences and genres e.g. case studies, news articles, policy and process explanations;
- An understanding of web analytics, SEO and content design - able to have informed conversations with stakeholders about structuring their content. Able to use evaluation tools, including Google Analytics, heatmaps and user testing to inform improvements to content and help stakeholders understand how websites are used;
- Experience in using a content management system;
- Familiar with web accessibility standards (WCAG 2.1 AA) and able to ensure that content is accessible to help the University meet new public sector website accessibility legislation;



- Ability to work independently and flexibly; to manage priorities and meet demanding deadlines, engaging with colleagues to achieve the best possible results;
- Outstanding attention to detail and excellent proof-reading skills. Able to work quickly and accurately;
- Knowledge of digital good practice and market insight to propose improvements for the University's channels to meet strategic priorities, to ensure they continue to meet the expectations of users and needs of the University;
- Good project management / organisational skills; the ability to manage several projects at once, and able to take direction from a number of stakeholders; able to manage instructions from different colleagues;
- Comfortable working in a matrix environment – you will have roles on different project teams within Communications.

You may also have:

- Experience of working in a large, complex organisation and understanding the communication challenges this brings;
- Experience of working in a media and print environment.

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.

Interview

Candidates invited to interview will be asked to perform a short test.

Contact information

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

Tanya O'Rourke, Digital Communications Manager

Tel: 07752 015269 (Office hours only)

Email: T.ORourke@leeds.ac.uk



Additional information

Find out more about the Communications team: <https://comms.leeds.ac.uk/>

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.

