

JOB DESCRIPTION**MARKETING & EXTERNAL RELATIONS****Job title:** Content Officer**Grade:** 4**Responsible to:** Senior Digital Officer**Date:** July 2024**Job purpose:** To produce effective, engaging and creative written marketing materials for the University, with particular focus on writing editorial and features for our digital platforms.**Main duties and responsibilities**

1. Proactively liaise with academic colleagues, students and alumni to identify strong stories, and create news and feature articles for the University website and other publications in support of the University's objectives.
2. Respond to ad hoc copywriting requests from across the University, liaising with stakeholders to provide high-quality copy that's on-brief and supports the achievement of defined objectives.
3. Research stories, conduct interviews and ensure that all content is accurate, appropriate and timely, and that it adheres to our brand guidelines.
4. Use excellent written English skills to provide proofreading support and copy editing to colleagues within the Marketing & External Relations Team.
5. Research keyword-rich titles and subjects to create relevant, timely articles for the falmouth.ac.uk website in support of our content marketing strategy.
6. Work with academic and professional services teams to create marketing and product information for our existing and new course portfolio.
7. Use the falmouth.ac.uk CMS to publish news content to our website.
8. Support the Web Team in contributing to the audit and editing of website content to ensure it is accurate and up to date.
9. Work with the Email Marketing Team to contribute to the creation of CRM emails for events and campaigns, ensuring that they are aligned to our marketing objectives, that messages are clear and that there are appropriate calls to action.
10. Contribute to projects, work streams and departmental activities related to the role as required.

General duties and responsibilities

1. To perform to high professional standards.
2. To manage independently any errors or concerns at the earliest opportunity, or notify a senior member of staff as appropriate.
3. To use initiative in order to determine priorities, work with autonomy, and work effectively with senior colleagues.
4. To be responsible for your own continuing self-development.
5. To undertake other duties not specifically stated above, which from time to time are necessary for the effective performance of the University's business without altering the nature or level of responsibility involved.
6. To work within and actively support the equality and diversity policies and practices of Falmouth University.
7. To participate in the University's Annual Performance Development Review Process.

Health and safety at Falmouth University

The University takes health and safety matters very seriously. All staff have a responsibility to take reasonable care for the health and safety of themselves and others who may be affected by their actions and omissions. They also have a duty to comply with the University arrangements for health and safety. Staff with responsibility for others must ensure the proper enactment of University policy within their areas in line with levels of responsibility set out in the University's Health and Safety Policy.

Health & safety requirements

- In relation to health and safety you must comply with all relevant legal requirements. You are specifically responsible for ensuring that:
- You comply with safe systems of work in operation within your work area.
- You work co-operatively with other staff who have responsibility for health and safety requirements.
- You report any health and safety concerns to your manager or other responsible member of staff as soon as these are identified.
- You attend training as appropriate to your role (see the relevant health and safety training grid for requirements).
- You may be required to undertake duties as a first aider (for which a separate allowance is paid).

PERSON SPECIFICATION

Job title: **Content Writer**

Attributes	Essential requirements	Desirable requirements
Education and qualifications	Good standard of education or equivalent experience	Educated to degree level in a relevant subject. Additional relevant certifications e.g. CIM, IDM or other marketing or content-based qualifications.
Experience and knowledge	Demonstrable recent and relevant experience in a similar role, researching and producing high quality written content. Experience of copy-editing written content for commercial purposes. Demonstrable experience writing for multiple commercial formats; e.g. websites, newsletters and print. Experience of interviewing subjects to create written articles.	Experience writing for email marketing. Experience of content entry/upload in a website content management system.
Skills and personal requirements	An excellent standard of written and spoken English, with excellent spelling, grammar and structure skills. Ability to work quickly and effectively to prioritise a varied workload. Ability to work independently, or as part of a wider project team. Strong attention to detail and accuracy whilst working to deadlines A confident and skilled communicator with stakeholders on all levels	Experience scriptwriting for short-form video content (e.g. interviews or digital advertisements).