Job Description

<table>
<thead>
<tr>
<th><strong>Job title:</strong></th>
<th>Digital Communications Officer</th>
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<tr>
<td><strong>Department:</strong></td>
<td>Admissions</td>
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<td><strong>:</strong></td>
<td>Office based at Murray Edwards College, Cambridge – hybrid working available. Some travel around the UK may be required.</td>
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**Purpose of role:**
To develop, implement and manage delivery of an integrated digital communications plan including web, digital and social media, to engage key audiences to support the College’s Access and Student Recruitment initiatives, as well as raise the profile of the College with key target audiences.

| **Line manager:** | Head of Access and Student Recruitment |
| **Line manages:** | N/A |
| **Salary Band:** | Job Band 5 |
| **Hours:** | 37.5 |
| **DBS check required?** | Yes - Basic ☑ |

Overview of the role

Murray Edwards College is a modern, friendly and secular college committed to the highest standards of education for women of all backgrounds. We aim to enable students to realise their full potential at Cambridge and in their future lives and careers.

Access and Student Recruitment is a new, growing team at Murray Edwards College, working alongside the Admissions team and stakeholders across the College and dedicated to delivering programmes that engage schools and young people, encouraging progression to higher education. Specifically, there are three aspects of work:

- **Widening Participation** – activity designed to raise aspirations to study at any university or college providing higher education opportunities.
- **Access** – work to attract applicants to the University of Cambridge from backgrounds within the United Kingdom traditionally underrepresented at Cambridge.
- **Student Recruitment** – activity designed to attract applicants directly to Murray Edwards College, raising awareness of the College and promoting it to broader and more audiences.

As part of the Access and Student Recruitment team, the role holder will lead on the development of content across all chosen digital communications platforms to promote Murray Edwards College to prospective students from under-represented areas, ethnic minority groups, and economically disadvantaged groups and their networks of partners, including schools, colleges, parents/guardians and cultural organisations. Content will include website content, video/photo content, and social media content – much of which will be generated in partnership with other College stakeholders such as students and staff, or external partners such as schools and young people. The main emphasis of the role will be on social media.

The role holder will also work closely with the College Communications Officer, who works across the College, on matters of brand, messaging and house style where it intersects with digital content creation and management.
Main duties and responsibilities:

**Strategy:**
- Working closely with the Head of Access and Student Recruitment, as well as other stakeholders, develop and lead on delivery of the Access and Student Recruitment digital communications strategy at Murray Edwards College.
- Work closely with the College Communications Officer to ensure alignment between Access and Student Recruitment digital communications and wider College communications plans.

**Social Media:**
- Update, establishment and management of College social media accounts across multiple platforms, tailoring regular content to different target audiences. Current channels are across Facebook, Instagram, TikTok, Twitter and YouTube.
- Lead on development and delivery of campaigns in support of Access and Student Recruitment activity throughout each academic year. Campaigns will be focussed on challenging perceptions of the College and wider University of Cambridge, as well as engaging prospective university applicants that may not otherwise consider the College.
- Management of ongoing content generation pipeline for social media channels, including working closely with students, staff and fellows of the College.
- Analytics and reporting on impressions, click-through rates and impact.

**Website:**
- Lead user and ‘owner’ of content management system, coordinating input and contributions from internal stakeholders to ensure that website content is kept relevant and up to date for Access and Student Recruitment audiences, alongside other digital communication platforms.
- Working closely with the Head of Access and Student Recruitment, as well as other stakeholders, contribute to website content – both in terms of cross-platform and website-specific elements.
- Analytics and reporting on traffic and trends in website usage.

**Photography/Videography:**
- Coverage of Access and Student Recruitment events and activities, to level of quality suitable for social media, web, internal or reporting distribution – including coordination of external contractors on some occasions as required.
- Coordination of required consents from subjects/participants for data protection and safeguarding purposes, as appropriate.
- Management of Access and Student Recruitment visual content library.

The Access and Student Recruitment Digital Communications Officer may, on occasion, be asked to undertake other duties related to the role.

**Person Specification**

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<th>Qualifications:</th>
<th>Essential</th>
<th>Desirable</th>
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<td>Skills, knowledge and experience:</td>
<td>A strong track record of planning and managing content development across digital channels (including new channels). Experience developing key themes and campaigns across social media channels.</td>
<td>Educated to degree level or equivalent experience.</td>
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<td>Familiarity with a Higher Education working environment. Experience working with schools, children, or education professionals.</td>
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Experience building and managing relationships with key stakeholders, both for content creation, and audience engagement.

Ability to balance and manage a varying workload, sometimes setting and/or meeting tight deadlines.

An understanding of the implications of GDPR for web, visual and social media.

| IT skills: | Experienced using a range of social media platforms. |
|           | Knowledge of, and confident using web and social media analytics tools. |
|           | High level MS Office and cloud working skills – in both office and remote-working contexts. |

| Language skills: | An excellent command of both written and spoken English. |
|                 | Ability to adapt written style, based on digital channel used. |

| Personal attributes: | Creativity and energy. |
|                     | Highly organised and motivated; ability to work independently and as part of a small team. |
|                     | Excellent attention to detail. |
|                     | Willingness to learn and develop in the role. |

| Experience using photo/video editing software. |
| Experience using content management systems. |