UNIVERSITY OF WARWICK

Job Description

Job title	Content Executive (Corporate Communications)
Department	Marketing, Communications and Insight (MCI)
Grade	5

Job purpose (a brief summary of the role)	To build an engaged colleague community by producing multi-media content that resonates with different audiences. This role will develop relationships across the organisation that will result in stories and interviews for the staff newsletter and intranet site as well as wider communications channels where required. A good understanding of evaluation will enable a test and learn approach to content generation.
Duties and responsibilities	To produce and schedule content for the University's colleague communication channels in alignment with the corporate communications strategy, considering analytics, brand and tone of voice guidelines. This involves planning, producing and editing content for core institutional channels that informs, engages and unites our community. Managing the day-to-day delivery of our staff e-newsletter, - articles, and staff webpages. Increasing the opportunities to use storytelling to showcase the brilliant work of our colleagues. Proactive engagement with professional service departments, such as our People Team (HR) and IDG (IT) and Alumni on a range of tasks including collating key information to assist with media planning and communications campaigns. You will also work to understand their objectives and advise them on how best to communicate complex information in a way that will resonate with the audience and lead to the desired action. Using insights to help develop and adapt content to be more effective. To jointly manage the current internal communications platforms. To contribute to the development of channels and approaches for staff communication, to lead to a more engaged staff audience. Contribute to the evaluation of staff communications – including staff panels, a listening culture and using analytics to test and learn content creation for different audiences. To contribute to key campaigns across the year that will deliver against the corporate communications strategy and create a strong staff community. This may include copywriting articles, features, web content and reports, such as the annual report, for the wider Corporate Communications team, where audiences are not only our staff. Working in a virtual team across MCI, proactively contributing to and shaping marketing & communications projects and campaigns to support strategic objectives. Including identifying where content could be used on channels beyond staff communications including social media, student recruitment and brand.

Financial

The post holder will have visibility of the corporate communications budget when needed and will be responsible for ensuring that projects and activities come in on budget.

Operational

The post holder will take direction from the Communications Officer (Staff) but will be expected to plan, write and publish content. They will need to manage work and act independently to clear parameters, updating and calling for advice/support when needed. They will also need to work closely with colleagues across the wider team and department to share content and coordination production and provide expert advice and guidance.

Planning and Organising

To produce and schedule -content for the University's colleague communication channels in alignment with the institutional communications strategy, considering analytics and brand guidelines.

This involves planning, producing and editing content for core institutional channels that informs, engages and unites our community. Managing the day-to-day delivery of our staff e-newsletter, articles, visual content and staff webpages. Increasing the opportunities to use storytelling to showcase the brilliant work of our colleagues.

Produces the content plan for the staff channels, taking into account strategic objectives, priorities and audience needs, building in external themes and core projects from larger departments.

Communication

The post holder will be required to communicate effectively with a variety of departments to generate staff communication content and advise on best practice to increase employee engagement. They will also need to communicate with the whole University staff community – creating and driving engagement inline with institutional priorities and audience feedback.

Decision Making

Typical Decision
Deciding on the content that will most resonate with the audience.

Most Complex Decision
Suggesting the generic lines on low level reoccurring areas of interest to audiences.

Supplementary Information

Work will be predominantly during standard office hours, but there is an expectation that the post-holder will, on occasion, work out of hours – for example during Graduation ceremonies and Open Days, and where there is need for on-call availability for urgent communications activities.

Person Specification

The Person Specification focuses on the essential and desirable knowledge, skills, experience and qualifications required to undertake the role effectively. This is measured by (a) Application Form, (b) Test/Exercise, (c) Interview, (d) Presentation.

Essential Criterion No.	Essential Criterion Description	Measured by
E1	Educated to degree level or equivalent experience.	A
E2	Experience of working in an online media/communications environment across multiple channels.	A & C
E3	Experience of working in staff communications in a complex organisation.	A & C
E4	Strong copywriting and editing.	A & B
E5	Ability to build trust and provide guidance to key departments.	C
E6	Ability to translate complex information into clear and relatable content.	B & C
E7	Demonstrable copywriting skills in creating and curating compelling content with high levels of accuracy.	B & C
E8	Ability to use words, visuals and people to tell engaging stories.	C & D
E9	Project and time management skills and an ability to manage priorities.	A & C
E10	An ability to think creatively and adapt tone of voice and content type for different audiences and purposes.	A,B,C & D
E11	Excellent interpersonal and team working skills, confident and persuasive communicator.	A & C

Desirable Criterion No.	Desirable Criterion Description	*Measured by*
D1	CIPR, CIM or other communications and marketing qualifications.	A
D2	Experience of working within a higher education context.	A
D3	Understanding of communications principles, branding and online corporate identity.	A & C
D4	Ability to use Content Management Systems (CMS) and Customer Relationship Marketing (CRM).	A & C