

## Job Description

### General Details

Job title:	Digital Projects Officer
School/Service:	Marketing, Recruitment and Communications
Normal Workbase:	Stoke Campus
Tenure:	Permanent
Hours/FTE:	1 FTE
Grade/Salary:	6
Date Prepared:	July 2021

### Job Purpose

To be accountable for identifying, coordinating and delivering digital projects for our University website and other associated digital platforms, in relation to marketing, recruitment and communications. Providing digital marketing skills and project management excellence which delivers digital transformation projects that strive to elevate our agility as an organisation. The Digital Projects Officer will drive impactful and ambitious digital engagement activities, in order to deliver on the objectives of our Strategic Plan and associated strategies.

### Relationships

Reporting to:	Web Manager
Responsible for:	N/A

### Main Activities

- Work with stakeholders at all levels to define the business and user requirements for digital projects, ensuring that the work adds value to our prospects/customers and supports our University goals and objectives.
- Deliver web and digital projects from brief to delivered outputs under the guidance of the Web Manager and/or nominated project lead; professionally coordinating and contributing to their success. Produce high quality project documentation, communications and reporting to stakeholders - escalating risks and opportunities.
- Provide regular and insightful updates on projects to the Marketing, Recruitment and Communication teams, and wider, to help inform our marketing and recruitment content and

communications.

- Contribute to ongoing content building on our digital channels, including the website, as required.
- Develop and implement a content governance and quality framework to ensure that digital content is up to date and fit for purpose, including our business-critical course content.
- Coordinate web improvements with internal and/or external digital and development teams - ensuring changes are prioritised effectively, delivered on time and add value.
- Plan and monitor benefits realisation to ensure that investment in digital transformation projects and activity adds value to prospects/customers and supports our University's goals and objectives.
- Monitor, respond to and assign the incoming support requests from the University in relation to the website.
- Monitor opportunities for increasing engagement - championing high quality and engaging content on the University's digital marketing platforms; oversee the integrity of new content and ensure it meets accessibility, UX and corporate style guidelines.
- Undertake user research and user acceptance testing where relevant to ensure that digital projects are user-focused.
- Develop and deliver training on our digital platforms or initiatives where necessary - providing training sessions to professional services and/or academic colleagues across the University.
- Manage, monitor and communicate best practice for optimal rich media content (images, graphics, video etc.) for inclusion on the website and other digital channels.
- Work with the Digital Engagement team and wider department to keep Service information up to date and relevant to regular internal queries and support requirements.
- Use industry standard tools including Google Analytics, to provide regular and ad hoc reports, which use statistical analysis to analyse content and development impact, to inform future decisions.
- Monitor and stay abreast of technologies and developments in digital trends and incorporate these in the department's activities where required.
- Provide support where necessary to the department as directed. This will include attendance at on-campus and virtual open days, and involvement in Clearing activities.
- The role holder is required to minimise environmental impact in the performance of their role and to actively contribute to the delivery of the University's Environmental Sustainability Policy
- To undertake any other reasonable duties as determined by the Web Manager, Head of Digital Engagement and the Executive Director of Marketing, Recruitment and Communications.

**Special Conditions**

The postholder will be required to travel between sites from time to time in a cost effective manner, which may be through the use of a car.

To be committed to working with the University to further improve the carbon footprint/environmental issues.

### **Variation to Job Description**

Staffordshire University Services Ltd reserves the right to vary the duties and responsibilities of its employees within the general conditions of the Scheme of pay and conditions and employment related matters. Thus it must be appreciated that the duties and responsibilities outlined above may be altered as the changing needs of the service may require.

### **Conditions of Service**

If you are successful in being appointed to a professional support role at Grades 1-6, you will be employed by Staffordshire University Services Limited (SUS Ltd).

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