It is important to note that this job description is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your contract of employment.

Job Description for the post of:

Digital Content Designer
EHA2032-0521

Reporting to: Senior Digital Content Manger

Accountable to: Head of Recruitment Marketing

The Post

This post supports the Digital Content team and wider Department of Marketing and Student Recruitment to deliver sector leading digital content across online channels including Edge Hill's website, CRM, social media and paid media.

A skilled digital designer, with a deep understanding of how design impacts the user experience, this role will be responsible for the creation and delivery of responsive digital projects including emails, web content, social assets and display advertising. You will ensure all digital assets adhere to University brand guidelines, user experience standards and support the University's Recruitment Marketing Strategy.

Duties and Responsibilities

1. Lead the in-house digital design service, using high level design skills to develop a suite of integrated brand assets across multiple digital platforms (web, email, social media, display advertising, infographics, PowerPoint).

2. Interpret briefs from colleagues in marketing and recruitment to create and develop compelling digital content, managing the process from conception to completion.

3. Be responsible for the design and creation of assets to support multiple paid and organic media campaigns across multiple platforms, working to tight deadlines.

4. Design and create visual mock ups (wireframes) for the Web Services team to build into web pages.

5. Demonstrate excellent digital skills to support the delivery of sector leading digital content.

6. Produce dynamic, visually appealing email templates to be used in communications to prospective students, applicants and their supporters, taking into account the functionality and limitations of the departments CRM system.

7. Work with the Education Liaison Team to produce sector leading digital materials, such as PowerPoints and digital publications, to support outreach activity.

8. Design and produce recruitment content for digital screens across the University.

9. Support the delivery of content across all online activities.

10. Project manage content improvements with specific regard to accessibility regulations, branding and tone of voice and other key legislation and guidance.

11. Support the team planning and production processes to deliver effective content support to the University.

12. Quality control digital assets and brand application to ensure appropriate content, messaging, tone and consistency.

13. Regularly evaluate the effectiveness of content and design, analysing data from multiple digital channels and use evidence to inform future design.

14. Coordinate and support regular testing of marketing campaigns, web content, emails and advertising. Including arranging focus groups and testing concepts and designs with current students, and split testing different designs.

15. Interpret research insight and incorporate this into your work, ensuring all activities are evidence informed.

16. Conduct regular competitor analysis across digital channels and have a good understanding of the latest digital trends.

17. Act as a brand ambassador, working within brand guidelines and working closely with the Creative team to ensure they are upheld consistently to create a coherent look-and-feel for all University communication.

18. Demonstrate excellent customer service, including identifying levels of priority when dealing with requests and displaying strong negotiation skills.

19. Work collaboratively across the team to ensure projects are delivered to a high standard and on time.

In addition to the above all Edge Hill University staff are required to:

a) Adhere to all Edge Hill's policies and procedures, including Equality and Diversity and Health and Safety

b) Respect confidentiality: all confidential information should be kept in confidence and not released to unauthorised persons

c) Undertake appropriate learning and development activities as required

d) Participate in Edge Hill's Performance Review and Development Scheme

e) Adhere to Edge Hill University's environmental policy and guidelines and undertake tasks in a sustainable manner

f) Demonstrate excellent Customer Care in dealing with all customers

Salary: Grade 4, Points 15-18
£21,814 - £23,754 per annum

Hours: 36.25 hours per week

It is expected that the post holder will work flexibly according to the demands and responsibility of the job, as evening and weekend work will be required.

In addition, there is a restriction on annual leave being taken during the period when national examination results are published, normally the third week in August through to the start of Edge Hill's academic year.

Candidates should note that shortlisting will be based on information provided on the application form with regard to the applicant's ability to meet the criteria outlined in the Person Specification attached.

PERSON SPECIFICATION

**Digital Content Designer
EHA2032-0521**

CRITERIA:

Applicants should provide evidence of their ability to meet the following criteria:

		Essential	Desirable	*Method of assessment (I/A/S/T/P)
Qualifications				
1	Educated to degree level or to have relevant work experience	*		A
2	Proven qualifications/accreditation or evidence of work experience with Adobe Creative Suite		*	A
Experience and Knowledge				
3	Extensive design experience	*		A/I
4	Experience of using Adobe applications (or equivalent), particularly Photoshop, Illustrator and InDesign	*		S/T
5	Experience of using PowerPoint to create digital presentations		*	I
6	Experience of successfully developing and coordinating complex projects	*		S/I
7	Experience of working in the Higher Education sector		*	A
8	Understanding of responsive and mobile-first web design	*		S/I
9	Experience of working across teams and the ability to persuade and influence colleagues	*		S/I
10	Knowledge of the Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018, WCAG 2:1 AA standards and other relevant accessibility legislation.	*		S/I
11	Experience of motion graphics		*	S
12	Understanding of HTML5 and CSS		*	S
13	Experience of UX and ability to create design files to be used by developers		*	S/I
14	Experience of using CRM systems		*	S/I
Abilities/Skills				
15	Excellent written and oral communication skills	*		A/I
16	Able to organise and prioritise work effectively under pressure to meet deadlines.	*		S/I

17	Excellent proof-reading skills ensuring attention to detail at all times	*		T
18	Able to utilise Wordpress as a webpage content management system		*	I
19	Able to be a self-starter and work on own initiative	*		S/I
20	Able to work as part of a team	*		I
21	Able to develop and maintain effective working relationships at all levels	*		I
22	Excellent demonstrable customer service skills	*		I
Other				
23	An awareness of Equal Opportunities Issues	*		I
24	Willingness to undertake staff training and development as required	*		I

*Method of Assessment
(I-Interview, A-Application, S-Supporting Statement, T-Test, P-Presentation)
Please note that applications will be assessed against the Person Specification using this criteria.