

JOB DESCRIPTION

Digital Content Executive

CONTEXT

The role of Digital Content Executive will be to develop design concepts into content ready for use in marketing campaigns that promote all aspects of the College's business. The role is varied and fast-paced and will primarily be focused on designing content, supporting on wider projects as required.

RESPONSIBLE TO Associate Director of Marketing & Recruitment

LOCATION Based at Watford campus with occasional travel to all sites

KEY DUTIES AND RESPONSIBILITIES

The responsibilities and skills

Reporting to the college's Associate Director of Marketing & Recruitment you'll have the following responsibilities and skills:

Core responsibilities

- Planning and executing video projects
- Creating social media content for TikTok, Instagram, YouTube and LinkedIn
- Planning and leading student influencer campaigns
- Identifying alumni and student case study content
- Developing a broad range of creative content for our websites
- Supporting the marketing team's recruitment objectives
- Representing the college at events and capturing relevant content

Key skills

- An awareness of content trends to ensure the college's output resonates with its audiences
- Skilled using Adobe software and content editing apps to create high quality output
- Excellent project management and organizational skills
- Excellent communications skills
- Ability to develop relationships to gather content for use across campaigns
- Outstanding customer service skills
- A creative thinker
- Absolute attention to detail
- Excellent project management skills
- Proficient in Microsoft Office

Your experience

- Creating content for a Gen-Z audience
- Premier Pro, InDesign and Photoshop experience
- Designing content for digital marketing campaigns
- Use of Hootsuite for scheduling
- Growing social media followings
- Analysing social media engagement and refining content

GENERAL COLLEGE RESPONSIBILITIES

- Participate in team training and development activities, to update skills and knowledge.
- Be aware of and comply with the health and safety legislation and other College requirements that are relevant to his/her post.
- Demonstrate commitment and enthusiasm to promote the principle of equality and diversity in employment and service delivery:
- Be familiar with Safeguarding requirements as outlined in the Safeguarding Policy and comply with its requirements to safeguard and protect the welfare of children and vulnerable adults
- Undertake such additional duties or projects as the Principal or line manager may determine from time to time, after consultation with the post holder.

NOTE: Please be aware that the duties and responsibilities outlined above are not exhaustive and may be varied from time to time after consultation with the jobholder. They do not form part of the jobholder's contract of employment.