

JOB DESCRIPTION

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| Job Title: Digital Creative Project Assistants | Rate of pay: £11.52 per hour plus £1.61 holiday pay |
| Department: Sustainability Department | |
| Reporting directly to: Director of Sustainability | |
| Supervisory responsibility for: N/A | |
| <p>Overview:</p> <p>Reporting to the director of sustainability, the role will primarily support the production and delivery of the university's dedicated digital magazine for sustainability, www.susthingsout.com helping to ensure that research, news stories and campaign-led outputs are engaging, consistent and support the sustainability strategy and university strategic objectives.</p> <p>You will be able to bring your own skills, experience, and ideas and in fact will be fully encouraged to do so.</p> <p>The Digital Creative has strong communication skills in some or all of the following:</p> <ul style="list-style-type: none"> • as a creative director, • editor, • writer, • copywriter, • digital designer, • photographer and/or videographer. | |

Main Duties*:

1. Assist the Director of sustainability academic colleagues in maintaining content on susthingsout.com's calendar to prioritise, plan and deliver content that will achieve the greatest engagement and impact.
2. Create compelling content pieces that support key marketing campaigns notably Go Green Week in the second week in February and other initiatives (blogs, news releases, social media campaigns, by-lined articles etc.) for external and internal audiences.
3. Writing, creating and publishing organic content for UW sustainability social media channels and supporting paid media campaigns.
4. Ensure content produced matches University of Worcester's and susthingsout.com's tone of voice and adheres to brand guidelines, giving guidance to marketing colleagues where necessary.
5. Work with internal student teams to ensure content is up to date and captures all student union and student residential life team's activities and the tone of voice is consistent.
6. Research and scope interview questions for internal and external subject-matter experts and help develop briefing notes/key messages as required.
7. Promote and amplify content through in-house marketing automation tools and social media platforms, working closely with the in-house digital marketing team and agencies as required.
8. Regularly analyse metrics and produce reports to evaluate key campaigns/media activities.
9. Maintain personal and professional development to meet the changing demands of the job; participate in appropriate training activities and encourage and support staff in their development and training.
10. Take steps to ensure and enhance personal health, safety and well-being and that of other staff and students.
11. Carry out these duties in a manner that promotes equality of opportunity and supports diversity and inclusion and takes into account the University's commitment to environmentally sustainable ways of working.

*The above does not represent an exhaustive list of duties associated with this role.