

Job Description

Job Title:	Content & Communications Coordinator
Department/Division/Faculty:	Imperial College Union
Campus/Location:	South Kensington based within Imperial College Union. Travel to other Imperial campuses occasionally required
Job Family/Level:	Professional Services, 2b
Responsible to:	Head of Digital and Marketing
Line Management for:	None
Key Working Relationships (Internal):	Imperial College Communications staff – Digital Content and Social Media Manager, Digital Content Creator Imperial College Union Staff - Editor of Felix, Web Developer, Designer, Marketing & Sales Coordinator, Representation Coordinator, Representation & Advice Manager, Student Opportunities & Development Manager, Director of Marketing & Communication, Senior Management Team, Officer Trustees, Finance Administrator, Web Developer, Bars Manager, Retail Manager, Venues Assistant Imperial College Student Groups, Imperial College Students
Key Working Relationships (External):	External partners, creative suppliers as required
Contract type:	Full time, Open-ended
Purpose of the Post	
<p>The role will be key in strengthening our online presence, to improve student engagement with the Union. They will manage our social media channels and content to drive two-way conversations, to increase our member's understanding of our work and to help us better understand what they care about.</p> <p>You will be our in-house journalist; planning and delivering content that speaks to our varied audiences. You'll build strong relationships across the Union and College, writing creative copy and curating innovative social media content.</p> <p>The Content & Communications Coordinator will have the creativity to produce engaging copy for a variety of topics and events. The post holder will use their in-depth knowledge of social media to share emerging trends across our existing platforms – they will also explore those channels we are not yet exploiting to see if they will add value to our student's experience and champion innovative approaches to attract and retain the interest and attention of our members.</p> <p>The role will also work with colleagues across the Union, notably our Officer Trustees to support them to get greater reach and engagement with key messages and operational plans. They will work closely with our Systems team on our website, and support marketing colleagues towards a seamless and integrated communications approach.</p> <p>They will be an ambassador for the brand, making sure our channels convey the personality and values unique to ICU. The post holder will have a commitment to using Union platforms to elevate the voices of those seldom heard and increase visibility of those seldom seen, to drive engagement with all our students and increase inclusivity.</p>	

Key Responsibilities

Content Planning

- To assist in the creation of communications and content plans to support the Marketing & Engagement Manager in the delivery of key Union marketing activity, such as Welcome Week and election.
- In partnership with the Marketing & Engagement Manager devise a social schedule to ensure regular, timely and impactful content across these channels
- Build networks with student groups, the Union's newspaper (Felix) and external partners to develop opportunities for content collaboration
- Utilise student feedback and engagement with Union content to continue to improve and develop our output and channels
- Work with the Student Officer team to promote their public profiles and provide support on their campaigns.
- Stay up to date with what's happening across the Union, College, the city and wider student movement to stay current and spot positive PR opportunities and content.

Content Creation & Curation

- Ensure timely, relevant and engaging content for Union channels & platforms, including blogs, website, social media and news
- Write, proof and edit a variety of digital communications across the organisation, such as blogs and web content to ensure brand and tone of voice is consistent and correct
- Attend student events to capture photos and videos content to use for marketing purposes and provide live social media coverage to a high standard
- Work with Designer to turn copy into engaging, high quality assets
- Have your finger on the pulse for all latest trends for the student audience and evaluate their feasibility without audiences and available resources
- Be aware of shareable, engaging content, sourcing content from external channels to build an engaged following and boost our content on social media
- Establish and work with student and staff social ambassadors in gathering stories and content

General

- Regularly monitor and report on content to inform improvements and innovations
- Monitor and moderate social posts and comments and respond or escalate in line with the Union's Crisis Comms plan
- Support key events throughout the year, including Welcome Week and Elections, when necessary
- Proactively work to ensure the Union's commitment to diversity and inclusion is expressed in all outputs

Person Specification

Requirements	Essential (E)/ Desirable (D)
Candidates/post holders will be expected to demonstrate the following:	
Education	
Qualification in a related discipline	D
Membership to a professional body i.e. CIPR/CIM	D
Experience	
Experience of developing and delivering communications plans campaigns with clear metrics of success	E

Solid knowledge of website analytics tools to help monitor and generate useful reports and insights	E
Experience in managing content calendars	E
Experience of, or strong understanding of, producing web content and an organisation's social media presence	E
Experience of a communications role within a student or membership organisation	D
Experience of working in a busy customer or membership environment	D
Writing copy, editing, and proofreading for online media, demonstrating excellent attention to detail	E
Monitoring the effectiveness of communications activity and able to present appropriate recommendations for improvement and innovation	E
Knowledge	
Understanding of the structures, systems and politics affecting higher education	D
Be able to articulate and build support for new and exciting models of student engagement	D
Good software knowledge of Adobe Creative Suite (Illustrator, InDesign and Photoshop)	E
Strong understanding of social media channels and their tools	E
A good grasp of content and social media evolution, especially those targeting youth and student market	D
Working knowledge of HTML, CSS, and JavaScript constraints	D
A passion for social media and keen to learn about new technologies and innovations	E
Understanding of role of supporting excellent elected officers	D
Skills & Abilities	
Excellent planning and organisation abilities	E
A keen eye for detail, layout and visual styles and experience of working according to brand guidelines	E
An engaging writing style and the ability to convey complex messages to a variety of audiences	E
Creative flair with the ability to identify strong images or stories that will drive engagement	D
Confident working to deadlines and keeping colleagues on top of deadline	E
Evidence of commitment to continuing personal and Professional Development	D
Ability to ensure high standards of work and excellent attention to detail	E

Further Information

Please note that job descriptions cannot be exhaustive, and the post-holder may be required to undertake other duties, which are broadly in line with the above key responsibilities.

Imperial College is committed to equality of opportunity and to eliminating discrimination. All employees are expected to follow the [Imperial Values & Behaviours framework](#). Our values are:

- Respect
- Collaboration
- Excellence
- Integrity
- Innovation

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Employees are also required to comply with all College policies and regulations paying special attention to: Confidentiality, Conflict of Interest, Data Protection, Equal Opportunities, Financial Regulations, Health and Safety, Information Technology, Smoking, Private Engagements and Register of Interests. They must also undertake specific training and assume responsibility for safety relevant to specific roles, as set out on the [College Website Health and Safety Structure and Responsibilities](#) page.

We are committed to equality of opportunity, to eliminating discrimination and to creating an inclusive working environment for all. We therefore encourage candidates to apply irrespective of age, disability, marriage or civil partnership status, pregnancy or maternity, race, religion and belief, gender reassignment, sex, or sexual orientation. We are an [Athena SWAN Silver Award](#) winner, a [Disability Confident Leader](#) and a [Stonewall Diversity Champion](#).

April 2024