# Job Description: Content Marketing Officer (Brand & Marketing)

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| **Post/Job Title:** | **Content Marketing Officer** |
| **Postholder:** |  |
| **Ref:** |  |
| **Location including building:** | **Studland House, Lansdowne Campus** |
| **Faculty/Professional Service:** | **Marketing & Communications** |
| **Group/Section:** | **Brand & Marketing** |
| **Normal hours per week:** | **Full-time** |
| **Grade:** | **5** |
| **Accountable to:** | **Content Marketing Manager** |
| **Special conditions:** | **Flexible approach and additional hours may be required to support content coverage at key events.** |

**Job Purpose**

The Content Marketing Officer plays a key role in delivering Bournemouth University’s content marketing strategy by creating compelling, high-quality, and engaging content across multiple channels. Reporting to the Content Marketing Manager, the postholder will take the day-to-day lead on copywriting and data-driven content planning, ensuring content aligns with BU’s messaging framework, brand voice, and key strategic objectives.

The Content Marketing Officer will be responsible for managing and updating digital content across the university’s website, course pages (ensuring compliance with consumer protection laws and CMA guidelines), virtual tours, social media channels and other digital platforms. Additionally, the postholder will lead the development of brand campaigns both online and offline, ensuring consistent messaging and high-impact storytelling. The role requires close collaboration with the Student Recruitment Campaigns team to ensure content plans support marketing campaigns and resonate with key audience segments, including UK, international, and widening participation students.

This role is ideal for a creative, detail-oriented content professional with excellent writing skills and a strong understanding of digital content strategy.

**Main Responsibilities**

**Content Creation & Copywriting**

1. Lead on day-to-day copywriting and content creation schedules and plans, ensuring all content is high-quality, engaging, and aligned with BU’s tone of voice and brand guidelines.
2. Act as a brand ambassador for the BU Style Guide, ensuring consistency across all written content.
3. Develop and maintain the university’s messaging framework, key messaging, and proof points, ensuring clarity and consistency in all communications.
4. Create engaging, high-impact content across various formats, including webpages, printed material, articles, video, social media, and multimedia storytelling. Works with the Creative Studio to develop rich content as required.
5. Work collaboratively with internal stakeholders to produce content that supports student recruitment, engagement, and retention.

**Brand Campaigns & Content Planning**

1. Lead on the planning and execution of brand campaigns across online and offline channels, ensuring consistency and strategic alignment.
2. Work collaboratively with campaign managers and communications teams to develop content that supports marketing, recruitment, and brand-building objectives.
3. Ensure all content meets accessibility and compliance standards, including CMA guidelines and consumer protection regulations.
4. Collaborate with the Content Marketing Lead and Creative Studio lead to plan and execute engaging storytelling initiatives that bring BU’s brand to life.

**Digital Content & Website Management**

1. Oversee a proactive content schedule for the university website, ensuring accuracy, relevance, and compliance.
2. Manage and update course information, working closely with faculties to ensure accuracy and compliance with consumer protection laws.
3. Oversee the content and user experience of BU’s virtual tour, ensuring it remains engaging and informative.
4. Work with the Digital Product Owner and Digital Development Team to ensure website content aligns with best practices for SEO, accessibility, and user experience.

**Audience Expertise & Stakeholder Collaboration**

1. Act as a subject matter expert for specific audience segments (e.g., UK, international, widening participation students) and proposition areas (e.g., accommodation, wellbeing, student experience), developing tailored content strategies that resonate with each audience group and their unique needs.
2. Work closely with the Student Recruitment Campaigns team to ensure content plans align with campaign objectives and timelines.
3. Collaborate with faculties, student services, and other university departments to gather insights and create relevant, impactful content.

**Performance & Continuous Improvement**

1. Monitor and analyse content performance across digital platforms, using insights to refine content strategies and improve engagement.
2. Stay up to date with content marketing best practices, emerging trends, and competitor activity to continuously enhance BU’s content marketing efforts. Identify opportunities for content innovation, exploring new formats and storytelling techniques.
3. Perform other duties as required by the Content Marketing Lead or Senior Brand & Content Marketing Manager.

**Organisational Structure**

**Reports to:** Content Marketing Manager

**Team:** **Works as part of the Content Marketing Team, working in close collaboration with the Creative Studio and Digital team.**

**Contacts**

**Internal:**  Marketing & Communications teams: Student Recruitment Campaigns team, Digital Platforms Manager & Digital Team, Faculties & Student Services.

**External:**  Agencies, freelancers, digital partners, and media platforms.

**Information Governance Responsibilities**

Data User

1. Comply with the associated data protection, information security, information management and information technology regulations, policies, processes and procedures.

**Additional Information**

The purpose of the job description is to indicate the general level of responsibility and location of the position. The duties may vary from time to time without changing their general character or level of responsibility.

BU is an equal opportunities employer which values a diverse workforce. The post holder must at all times carry out their responsibilities with due regard to the University’s Dignity, Diversity and Equality Policy Statement.

Our highly skilled and creative workforce is comprised of individuals drawn from a broad cross section of the globe, and who reflect a variety of backgrounds, talents, perspectives and experiences to build our global learning community. Through fused activity, the post holder must have an understanding of and commitment to promoting a global outlook.

All employees have an obligation to be aware of the University’s Sustainability Policy, Climate and Ecological Crisis Action Plan, Travel Plan and associated documents, and to ensure that they carry out their day-to-day activities in an environmentally responsible manner and inspire students to do the same.

April 2025

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| **Person Specification** | |  | |
| Post / Job Title: **Content Marketing Officer** Post No:    School / Service: Marketing & Communications Date: April 2025 | |  |
| **SELECTION CRITERIA** | | **E**ssential / **D**esirable | |
| **Knowledge (including experience & qualifications)** | |  | |
| Educated to degree level in marketing, communications, or a related field, or equivalent experience. | | E | |
| Proven experience in content marketing, digital content management, or editorial roles. | | E | |
| Understanding of audience segmentation and the ability to tailor content for different user groups | | E | |
| Strong understanding of content marketing principles, brand storytelling, maintaining brand consistency across visual and written content, and developing integrated marketing campaigns. | | E | |
| Knowledge of digital marketing trends, User Experience principles, SEO, social media strategies, and the use of analytics to optimize content performance. | | E | |
| Ability to create content for multiple channels, including web, social media, and print, including CMS experience and understanding of SEO and accessibility best practices. | |  | |
| Collaborative mindset with experience working across teams and departments. | | E | |
| Familiarity with accessibility standards, consumer protection laws, and the Competition and Markets Authority (CMA) guidelines. | | E | |
| Experience working with multimedia content, such as video, photography, and interactive digital assets | | D | |
| Knowledge of the Further & Higher Education sector and its unique challenges and opportunities. | | D | |
| **Skills** | |  | |
| Excellent copywriting, editing, and proofreading skills to ensure accuracy, clarity, and consistency across all content. | | E | |
| Ability to craft compelling narratives and oversee the creation of high-quality content across a range of formats and platforms (articles, video, social media, etc.). | | E | |
| Strong organisational skills, with the ability to manage multiple projects, deadlines, and stakeholders efficiently. Familiarity with social media and content planning tools and scheduling platforms. | | E | |
| Analytical skills to interpret data and refine content strategies to improve engagement. Familiarity with analytics tools (Google Analytics, Social Media platform insights) | | E | |
| Creative thinking and problem-solving skills, with a proactive and adaptable approach. | | E | |
| Proficiency in content management systems and digital publishing tools. | | E | |
| Strong communication and stakeholder management skills, with the ability to collaborate effectively across teams. | | E | |
| **Attributes** | |  | |
| Passion for creative storytelling and innovative content creation with a focus on engaging audiences. | | E | |
| Detail-oriented and committed to producing high-quality content that aligns with BU’s brand and values. | | E | |
| Adaptable and resilient, able to thrive in a fast-paced environment with shifting priorities. | | E | |
| Strong interpersonal and negotiation skills to work effectively with internal teams and external partners. | | E | |
| Problem-solving and initiative-driven, with a focus on continuous improvement in content marketing. | | E | |
| Self-driven and proactive, with the ability to independently manage and drive content projects forward. | | E | |
| Deep understanding of audience needs, ensuring content is created with the target audience in mind. | | E | |
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