



## Job Description

|                               |                                                                                                                             |
|-------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| Position / Job Title:         | Content Marketing Coordinator                                                                                               |
| Ref:                          | 506                                                                                                                         |
| Location/Building:            | Studland House, Lansdowne Campus                                                                                            |
| Faculty/Professional Service: | Marketing & Communications                                                                                                  |
| Group/Section:                | Brand & Marketing                                                                                                           |
| Normal Hours per Week:        | Full-Time<br>(Some flexibility will be required to ensure that key time scales and deadlines are met).                      |
| Grade:                        | 4                                                                                                                           |
| Accountable to:               | Content Marketing Manager                                                                                                   |
| Special conditions:           | Flexible approach and additional hours will be required to support content coverage at key events in evenings and weekends. |

### Job Purpose

The **Content Marketing Coordinator** supports the delivery of Bournemouth University's content marketing strategy by assisting in the creation, coordination, and publishing of engaging and accurate 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. Reporting to the **Content Marketing Manager**, the postholder works closely with **Content Marketing Officers** and the wider marketing team to ensure the smooth delivery of campaign and brand content bringing BU to life through engaging storytelling, creative campaigns, and data-informed content design.

This is a hands-on role suited to someone with strong content skills and a keen eye for detail, who enjoys working in a fast-paced, creative and innovative environment. The postholder will play a key role in supporting content delivery across a range channels, working closely with Student Recruitment Campaigns teams and the rest of the Creative team to ensure Bournemouth University's content is timely, consistent, and impactful.

### Main Responsibilities

#### **Content Strategy & Creation**

1. Create engaging, accessible, and SEO optimised content for BU's digital platforms, using various formats, including articles, video, social media, and multimedia storytelling.
2. Work collaboratively with campaign and creative teams to develop content that supports marketing, recruitment, and brand-building objectives ensuring integration across platforms.
3. Utilise creative tools such as Capcut/Canva/Bynder to undertake basic creative development – design and video production that confirms to platform best practices and is aligned to the BU brand.

#### **Content Governance & Compliance**

4. Ensure content aligns with BU's policies, tone of voice and style guide (by proofreading), brand guidelines, and content strategy.

5. Ensure content is compliant with public sector accessibility standards and data protection laws.
6. Maintain relationships with key stakeholders and teams to act subject matter expert for specific BU functions or departments and to ensure content remains relevant and up-to-date.
7. Use content planning and scheduling tools for digital platforms and social media (Hootsuite) to maximise the impact and return for our content

#### **Channel & Platform workflows**

8. Manage content publishing queues, ensuring timely updates across all digital channels.
9. Serve as the lead contact for a portfolio of digital channels, ensuring their accuracy and alignment with BU's messaging.
10. Work closely with the Digital Product Manager and Digital Development team to optimise content within CMS guidelines.

#### **Audience Insight & Performance Optimisation**

9. Use analytics and audience insights to assess content effectiveness and make continuous improvements.
10. Document content performance insights, ensuring learnings are applied to future campaigns and strategies.

#### **Innovation & Continuous Improvement**

11. Champion innovation in content marketing, exploring new formats, storytelling techniques, and emerging digital trends.
14. Support compliance with public sector accessibility standards, consumer protection laws, and CMA guidance for universities.
15. Perform other duties as required by the Senior Brand & Content Marketing Manager or Deputy Head of Brand, Content and Channels.

#### **Organisational Structure**

**Reports to:** Content Marketing Manager

#### **Contacts**

**Internal:** Marketing & Communications teams, faculties, and departments across BU.

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

#### **Information Governance Responsibilities**

##### **Data User**

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

#### **Safeguarding and Regulated Activity**

If the role involves engaging in regulated activity relevant to vulnerable groups including children and disabled adults, it is an offence to apply for and perform the role, if a person is bared from engaging in regulated activity. Further information is available in BU's Safeguarding Policy and Suitability Statement on the Recruitment and Employment of Ex-offenders.

NB:

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.

**November 2025**



## Person Specification

|                                                                                                                                                                                                                              |  |                              |  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|------------------------------|--|
| Position / Job Title: Content Marketing Coordinator                                                                                                                                                                          |  | Position No: TBC             |  |
| Faculty / Service: Marketing & Communications                                                                                                                                                                                |  | Date: November 2025          |  |
|                                                                                                                                                                                                                              |  |                              |  |
| <b>SELECTION CRITERIA</b>                                                                                                                                                                                                    |  | <b>Essential / Desirable</b> |  |
| Knowledge (including experience & qualifications)                                                                                                                                                                            |  |                              |  |
| Educated to degree level in marketing, communications, or a related field, or equivalent relevant experience.                                                                                                                |  | E                            |  |
| Marketing communications, digital or related experience                                                                                                                                                                      |  | E                            |  |
| Demonstrable grasp of content marketing principles, copywriting and design in a large and complex organisation. Understanding of multi-channel distribution, and audience engagement strategies.                             |  | E                            |  |
| Knowledge of digital marketing tools and content management systems with an appreciation of the importance of search engine optimisation, social media strategies, and the use of analytics to optimize content performance. |  | E                            |  |
| Experience or understanding of collaborating with creative teams (writers, designers, video producers) and external agencies.                                                                                                |  | E                            |  |
| Familiarity with some of the standards applicable in this role such as website accessibility, consumer protection, and the Competition and Markets Authority (CMA) guidelines.                                               |  | D                            |  |
| A passion for the value of Higher Education and a grasp of some of the sector challenges and opportunities.                                                                                                                  |  | D                            |  |
| Skills                                                                                                                                                                                                                       |  |                              |  |
| Strong writing, editing and proofreading skills with a good attention to detail and proactive approach to ensuring content accuracy.                                                                                         |  | E                            |  |
| Strong organisational skills, with the ability to manage multiple projects and a demanding workload with tight deadlines, including consideration of other partners and stakeholders in projects.                            |  | E                            |  |
| Eagerness to learn and develop content marketing and digital communication skills and be innovative in responding to new and evolving digital and social trends.                                                             |  | E                            |  |
| Strong interpersonal and communication skills, with the ability to engage with stakeholders and colleagues as part of functional and project teams.                                                                          |  | E                            |  |
| Collaborative team player with strong interpersonal skills as well as ability to work independently whilst responding to direction and feedback constructively.                                                              |  | E                            |  |
| Ability to interpret and creative briefs, responding with content proposals and defined objectives in a timely and proactive manner                                                                                          |  | E                            |  |
| Strong competency with Microsoft Office suite and/or online tools and technology to support efficient content production and workflow                                                                                        |  | E                            |  |

|                                                                                                                                                 |   |
|-------------------------------------------------------------------------------------------------------------------------------------------------|---|
| Ability and experience of working with content management systems, social media planning and delivery platforms and related technical solutions | D |
| Basic image and video editing and production skills (e.g. using Adobe suite or Canva)                                                           | D |
| Attributes                                                                                                                                      |   |
| Passion for creative storytelling and innovative content creation with a focus on engaging audiences.                                           | E |
| Attention to detail and an appreciation for the importance in reflecting BU's brand and values.                                                 | E |
| Adaptable and resilient, able to thrive in a fast-paced environment with shifting priorities.                                                   | E |
| Strong interpersonal skills to work effectively with internal teams and external partners.                                                      | E |
| Problem-solving and initiative-driven, with a creative 'can do' approach.                                                                       | E |
| Self-driven and proactive, with a professional approach and credibility.                                                                        | E |
| Appreciation of our audiences and the importance of content being created with their needs in mind.                                             | E |