



## Job description

<b>Post/job title:</b>	<b>Digital Content Coordinator (Fixed-term)</b>
<b>Ref:</b>	<b>641</b>
<b>Location:</b>	<b>Studland House, Lansdowne Campus (Hybrid)</b>
<b>Professional service:</b>	<b>Marketing &amp; Communications</b>
<b>Group/section:</b>	<b>Marketing &amp; Communications</b>
<b>Normal hours per week:</b>	<b>37 hours per week</b>
<b>Grade:</b>	<b>4</b>
<b>Accountable to:</b>	<b>Deputy Head of Brand, Content and Channels</b>
<b>Special conditions:</b>	<b>Flexible approach and additional hours occasionally required</b>

### **Job purpose**

We are in the process of developing a new website, which is due to be launched later in the year. This project is a full rebuild of the site, and as part of the process, we are taking the opportunity to audit and optimise all our content.

The role will focus specifically on migrating content to the new platform. Some pages may require auditing, rewriting or amending, and stakeholders consultation. Other content will need to be moved as is to the new content management system.

The postholder is responsible for creating compelling, accessible, and search engine-optimised digital web pages for a wide-ranging audience. This includes creating, curating and managing content across a wide variety of subjects, from academic courses to our latest research and professional practice. In this role, you will write, edit, and proofread as part of the wider marketing communications function at BU.

This is an exciting time for the digital team with the project moving at a fast pace, so we need someone confident in their ability to write content for the web, who can learn new systems fast, and who can accurately and quickly learn a content migration process and deliver high-quality content on time.

### **Main responsibilities**

1. Create or edit website pages to deliver engaging content across a wide variety of subject matters.
2. Collaborate with colleagues across the Marketing and Communications (M&C) department and the wider university.
3. Work on a range of content topics with the ability to quickly understand the context, evaluate the quality of the current copy, and make suitable enhancements.
4. Content considerations will also need to include how to display content using website components and choosing appropriate media from the BU asset banks (images and video).

5. Learn a new content management system and migrate the newly crafted content to the new platform.
6. Create content that is search engine optimised.
7. Design and create accurate, appropriate, timely, properly referenced content in compelling, user-focused formats, and effective in communicating to our target audiences, showcasing our key marketing messages and proof points.
8. Adhere to the university's policies, values, and branding guidelines, as well as all relevant accessibility, consumer protection and data protection principles, ensuring the accuracy of public information. Support Freedom of Information requests as required.
9. Work with external suppliers (e.g. agencies, platform suppliers) and IT Services to register and resolve bugs/fixes promptly and in line with agreed Service Level Agreements.
10. Some other project-related tasks may occasionally be required to migrate the content to the new site effectively.

### **Organisational structure**

M&C is responsible for the university's strategic marketing, student recruitment, information and research, corporate and internal communications.

The Digital Content Coordinator reports to the Deputy Head of Brand, Content and Channels as part of the wider Digital Communications functions.

### **Contacts**

**Internal** All levels of staff and students at BU, working extensively with an identified portfolio of teams and business functions (that may change and evolve as required) and IT Services. This role will work collaboratively extensively with Marketing & Communications colleagues.

**External** Digital, design and branding agencies, suppliers and distributors.

### **Challenges**

- Quickly learn new systems and determine the best look and feel for a website page (including selecting appropriate media options).
- Ensure production and versioning of consistent, high-quality content against challenging timescales.
- Communicate effectively at all levels across the university.
- Provide an excellent service to all stakeholders within the university.

### **Information Governance Responsibilities**

#### **Data User**

i. 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.

### **Additional information**

The post holder must always carry out their responsibilities with due regard to the university's Dignity, Diversity and Equality Policy Statement.

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.

All employees have an obligation to be aware of the University's Environmental Policy, Carbon Management Plan and associated documents, and to ensure that they carry out their day-to-day activities in an environmentally responsible manner.

**March 2026**



## Person specification

<b>Post/Job Title:</b> Digital Content Coordinator (Fixed-Term)	Post No: TBC
<b>Faculty/Professional Service:</b> Marketing & Communications	Date: March 2026
<b>SELECTION CRITERIA</b>	<b>Essential / Desirable</b>
<b>Knowledge (including experience &amp; qualifications)</b>	
Educated to degree-level or equivalent in a digital communications discipline	E
Digital communications or related experience	E
Demonstrable creative and digital copywriting experience across digital channels, in or for a large and complex organisation	E
Up-to-date knowledge of current organic search practice and tools	D
Knowledge or experience of Higher Education	D
Experience of migrating content to a new content management system	E
Knowledge and experience following WCAG accessibility standards	E
<b>Skills</b>	
Ability to plan, prioritise and project manage a demanding workload in a pressurised environment and meet tight deadlines	E
Excellent interpersonal skills, including verbal communication, with the ability to collaborate effectively	E
Excellent copywriting skills, including the ability to write effectively across a wide variety of subject matters	E
Excellent editing and proofreading skills	E
Ability to select imagery and/or videos to fit with brand and copy considerations	E
Organic search engine optimisation (including keyword research) skills and expertise	D
Ability interpret and follow the university's policies, values, and branding guidelines	E
Ability and experience working with content management systems and related technical solutions	E
Excellent attention to detail	E
Ability to undertake user acceptance testing (UAT) and logging issues with external suppliers	D
<b>Attributes</b>	
Professional approach and credibility	E
Ability to work as part of a team and on own initiative	E
Creativity, enthusiasm and a 'can-do' attitude	E
Committed to delivering high-quality output	E
Ability to persuade and influence	E
Committed to delivering Service Excellence	E