

## **Colchester Institute Job Description**

<b>Job Title:</b>	<b>Digital Media and Web Coordinator</b>
<b>Regulated Activity:</b>	<b>No</b>
<b>Responsible To:</b>	<b>Digital Communications and PR Officer</b>
<b>Line Management of other staff:</b>	<b>No</b>
<b>Location:</b>	<b>Colchester</b>
<b>Salary:</b>	<b>Range 15-18</b>

### **Purpose Statement:**

The post-holder will play an integral role supporting the Web Team to expand and maintain the Colleges Digital Marketing and Website.

### **Main Duties & Responsibilities:**

<b>1</b>	Film, produce and edit engaging creative video content and be able to adapt content to work across multiple digital advertising channels using industry standard software.
<b>2</b>	Effectively use video content across the College website, a range of social media platforms and digital advertising channels.
<b>3</b>	Use design software to create artwork and digital graphics to be used across the college website and social media platforms.
<b>4</b>	Work closely with the Digital Media, PR and Communications Officer to develop a campaign from concept to completion, adhering to timely production schedules.
<b>5</b>	Work closely with the Digital Media, PR and Communications Officer to develop and implement an ongoing digital marketing strategy.
<b>6</b>	To assist with the creative process, production, booking and scheduling of advertising across the Colleges social media sites and other online marketing platforms.
<b>7</b>	You will be self-driven and confident approaching students and staff to source material for effective, creative advertising campaigns.
<b>8</b>	Independently and collaboratively work on the content maintenance, editing and upkeep of the College website where required.

<b>9</b>	To ensure that content is uploaded, edited and maintained upon the Colleges Digital Signage communication platform.
<b>10</b>	Review and evaluate performance metrics across social media, websites, video, email and digital marketing campaigns using analytical tools.
<b>11</b>	Have the ability to work under pressure and to tight deadlines and briefs.
<b>12</b>	Optimise imagery for web and digital/social media to promote annual college priorities and events.
<b>13</b>	Take photographs for a range of digital and print advertising campaigns, social media content, ensuring these are kept current and up to date and filed under GDPR regulations.
<b>14</b>	To edit courses, pages, documents and engage with associated housekeeping activities to maintain and update the colleges web pages where required.
<b>15</b>	To amend and upload content on the college website including uploading pdf's, images, events, blogs, videos and documents to the website media library.
<b>16</b>	Assist with web team administrative duties including maintaining data, liaising with external web developers and working with faculties to update their web content.
<b>17</b>	To assist in liaising with College staff and students, and external stakeholders to acquire the relevant information for the production of digital media content.
<b>18</b>	Assisting the Digital Media, PR and Communications Officer with the development, content scheduling calendars, and platform management of the College's social media accounts, through monitoring, uploading, scheduling and posting content where required.
<b>19</b>	To provide support to the wider marketing team to include attendance and assistance with set up and breakdown for appropriate exhibitions, internal and external events, along with representing the College by attending schools' careers fairs.
<b>20</b>	Work as an effective member of the Marketing and Communications team and undertake any other associated duties as determined by the College.
<b>21</b>	Flexibility working evenings and weekends, where required to support Marketing events throughout the year.

22	To develop and update personal professional expertise in the relevant areas.
23	Adhere to and promote the College's Safeguarding, Equality & Diversity, College Values and Health and Safety policies and practices.
24	To undertake any other associated duties determined by the college.

*This job description is current as the date shown. It may be amended in any way following consultation with the post holder to take account of changes or anticipated changes in the organisation or management of Colchester Institute*