

The logo for Norwich University of the Arts, featuring the text 'NORWICH UNIVERSITY OF THE ARTS' in a bold, black, sans-serif font. The word 'OF' is smaller and positioned between 'UNIVERSITY' and 'THE'. The 'O' in 'OF' is a stylized circle with a vertical line through it. The background of the logo is a bright yellow square with a faint, light-colored archway pattern.

**NORWICH  
UNIVERSITY  
OF THE ARTS**

**Content Manager**

[norwichuni.ac.uk](http://norwichuni.ac.uk)



For further information on Norwich University of the Arts and our Community please visit [www.norwichuni.ac.uk](http://www.norwichuni.ac.uk)

We are one of the great British art schools: a specialist creative arts university that draws on 175 years of history, with our focus on the future and the role of creativity in addressing global challenges and opportunities.

We celebrate diversity and believe it to be at the core of any creative endeavour. Whatever your background, identity and prior experience, wherever you are from, we want you to bring your whole self to work each day, in an environment that recognises your unique contribution.

In choosing to work at Norwich University of the Arts, you will join a community of creative academics, technicians and professional experts who are committed to delivering exceptional Creative Arts Education, Research and Knowledge Exchange. You will work in a stimulating and critically engaged workplace, where the creativity of all our students will develop because of your commitment.

We are renowned for our teaching quality. We have been awarded Gold in the Teaching Excellence Framework (TEF) with the highest possible rating. We are the only creative arts and design university with a triple gold TEF rating.

We have been awarded 'Arts University of the Year 2025' by the Daily Mail. We are in the Top 10 for Teaching Quality in the 2022 Sunday Times Good University Guide. We were the highest climber in the Complete University Guide 2023 – the highest-ranked specialist creative arts university outside London and were named University of the Year for Student Retention by the Sunday Times 2020 Good University Guide for the support we offer from pre-enrolment to post-graduation.

You will work in the heart of Norwich. We are proud of our award-winning campus, which has played a pivotal role in regenerating an exciting quarter of the city.

Our 21st century teaching spaces and workshops are housed in renovated buildings with Medieval, Victorian and Edwardian heritage. Norwich University of the Arts won the Outstanding Estates Strategy Award at the 2018 Times Higher Leadership and Management Awards.

In support of its new Strategy, the University has recently acquired a new building in the heart of Norwich. Bank Plain, a former bank, is an additional 37,000 sq. ft of space and an ambitious commitment to being a high profile, civic university championing the creative arts.

Ninety-four per cent of our graduates are in work or further study six months after graduation, and Norwich University of the Arts won a Guardian University Award for Employability and Entrepreneurship in 2019 for our innovative 'gamification' of careers advice. You will find our graduates in key positions across and beyond the creative sector and industries.

There are of course Oscar nominees and BAFTA winners, but also rising stars who are honoured across the creative industries: from D&AD Pencil winners, to emerging fine artists, photographers and fashion designers.

We understand that making career choices requires careful consideration. We hope that as you learn about us you will be inspired by our ambitions for the future.

**Professor Simon Ofield-Kerr,  
Vice-Chancellor**



## Committed to equality and valuing diversity

Norwich University of the Arts is committed to being an inclusive community that offers equality of opportunity and enables our staff and students to flourish and succeed, regardless of their background or personal circumstances.

Our commitment to equality, diversity and inclusion is embedded in everything that we do. We celebrate the diversity of our backgrounds, cultures and actions, promoting art and design as a catalyst of social change.

As such, we are champions for the creative arts; empowering all of our students to be valued and productive members of society, with ambitions to change the world.



A BA (Hons) Film and Moving image Production student setting up in the Sir John Hurt Film Studio

Situated in the historic city centre of Norwich, with an impressive estate that encompasses both historic buildings and brand-new state of the art facilities, the University is a vibrant community that forms the beating heart of the city and region's arts and cultural worlds.

### **Content Manager**

37 hours per week for 52 weeks per year, full-time

**Salary:**

£37,099 – £44,263 per annum

**Closing date for applications:**

21<sup>st</sup> October 2024 11.59pm

**Interviews will be held on:**

6<sup>th</sup> November 2024

This is an exciting opportunity for an experienced content and communications professional to play a pivotal role within the Marketing and Communications Team at Norwich University of the Arts. This newly created role sits within the new Content division of the Marketing and Communications Team. You will lead in managing a team of content professionals in the production of content for a wide-range of audiences, ensuring that high standards of consistency, quality and accuracy are maintained.

Reporting to the Head of Marketing, Digital and Brand, you will be responsible for creating and repurposing content to engage target audiences across priority channels including digital, print, media, social and web. You will take a proactive stance to managing and adapting content to align with marketing strategies and targets, and to ensure customer experience is prioritised in everything that we do.

You will be responsible for driving a positive interaction between our brand, current and prospect audiences and stakeholders. This will be delivered across a broad range of channels and touchpoints, leading to an increase in engagement, online sentiment and brand advocacy.

You will need to possess a high level of expertise in marketing and content strategies, with line management experience. You will have a proven track record in the development and delivery of successful integrated and strategic content marketing campaigns and services.

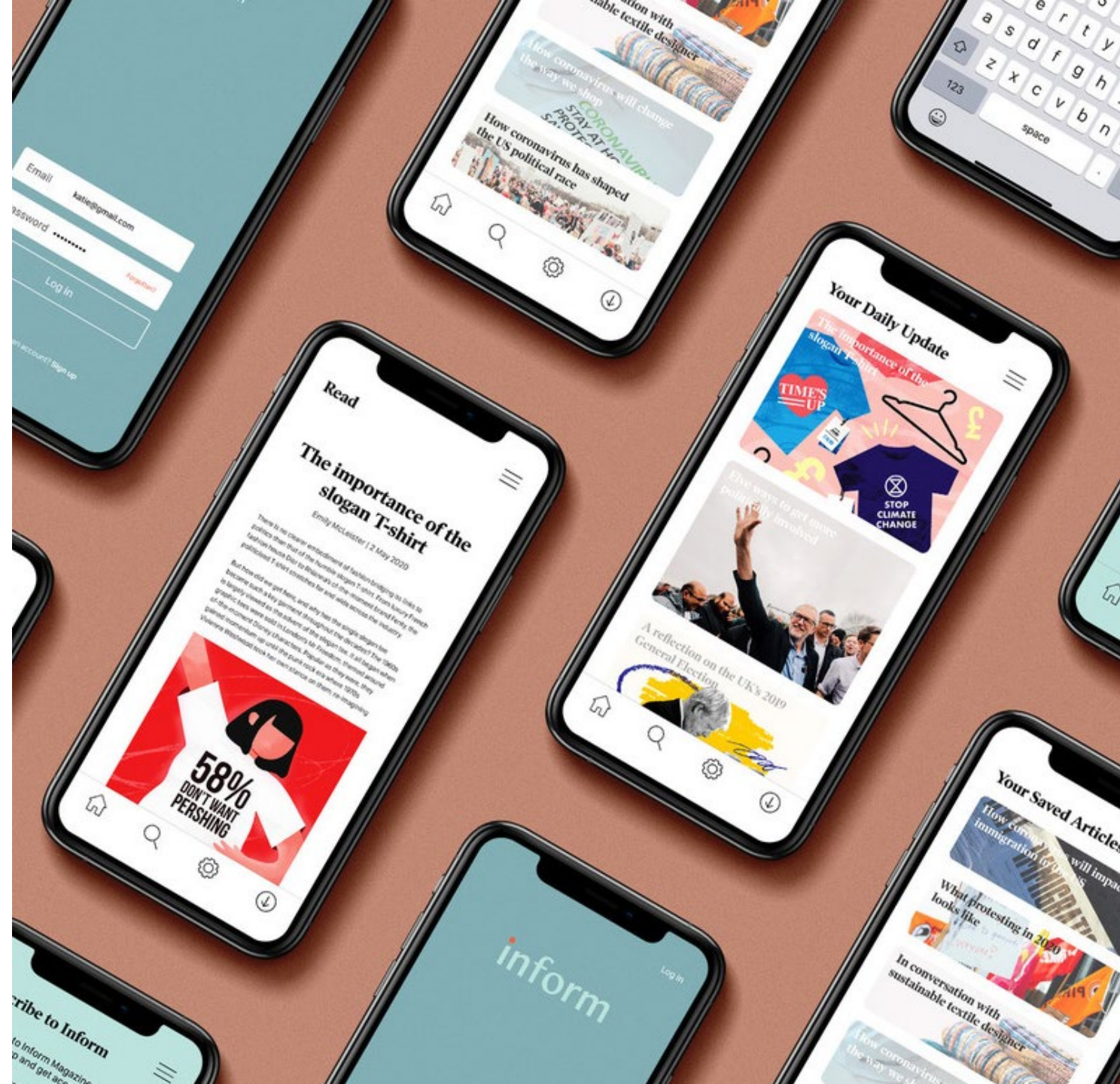


Job Description

Content Manager

Reporting to: Head of Marketing,  
Digital and Brand

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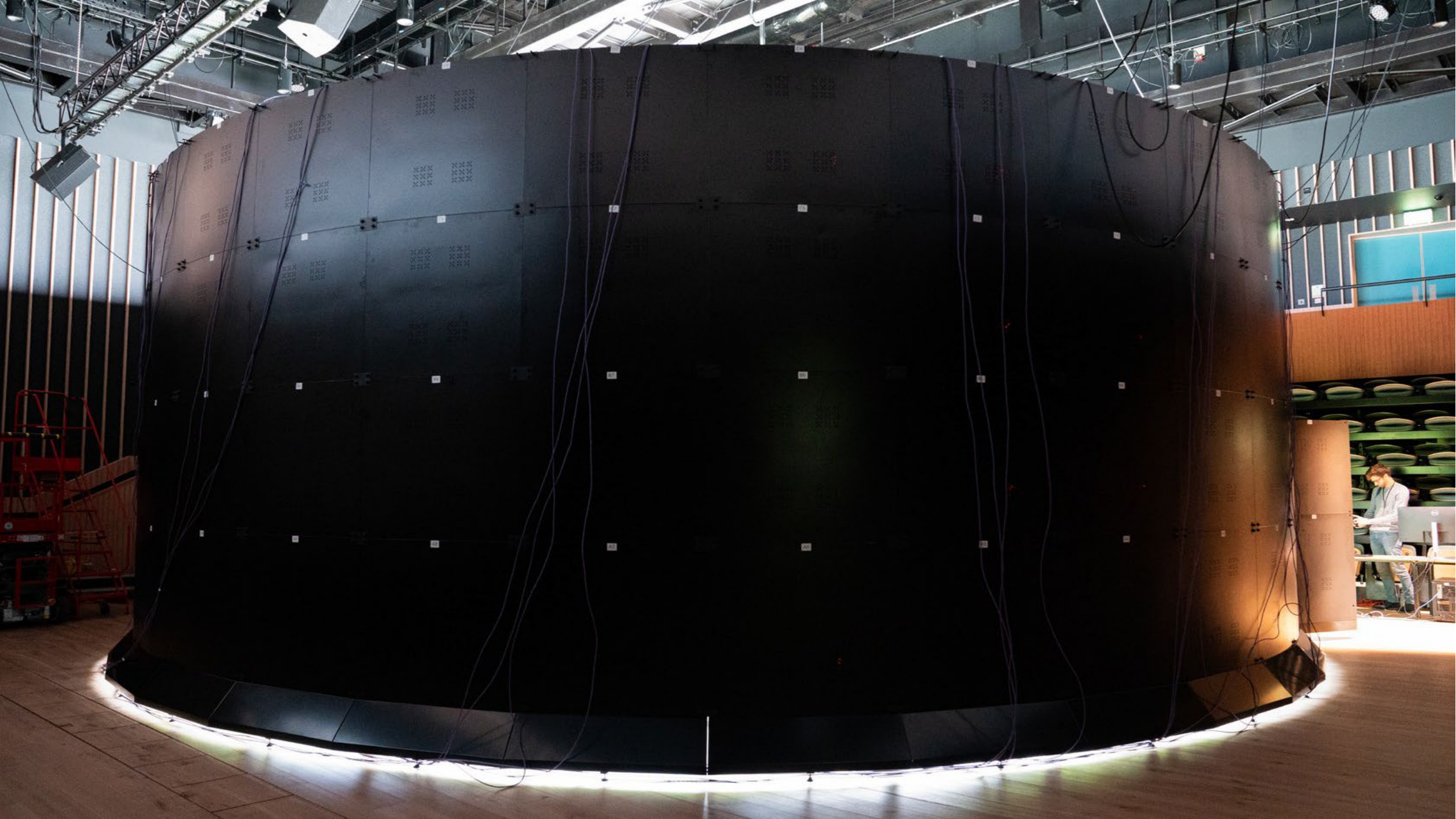






## Job Purpose

- Work with the Head of Marketing, Digital and Brand to develop and deliver global content strategies across priority channels - digital, print, media, and social.
- Drive a positive interaction across a broad range of channels, creating and distributing content and compelling copy that will increase engagement, online sentiment, and brand advocacy.
- Lead a team of content professionals in producing content for a range of audiences, ensuring social media, web, and multimedia provision is streamlined across the University.
- Ensure consistent standards of quality and accuracy, avoiding duplication to maintain cohesion and impact.
- Lead the effort to ensure the University's web content is dynamic, innovative, fresh, and regularly updated, meeting the differing needs of our user groups.



# Main Responsibilities

- Lead the development and implementation of integrated content and social media plans, to amplify our brand story, courses and services through brilliant multimedia communications and creative concepts
- Continually review and measure performance across channels to ensure activity success and make changes when necessary. Ensure all brand, marketing and service messages are intuitive and user-led, to drive improvements in engagement, conversion and brand
- Work with the Head of Marketing, Digital and Brand and colleagues in Student Recruitment, International and Admissions to develop compelling content, ensuring our tone of voice is consistent and on brand, the customer journey is optimised, and that activity is informed by market research and analysis
- Create and manage the content calendar with engaging timely and evergreen content to drive awareness, conversion and advocacy across our social media platforms
- Effective utilisation of social following to drive commercial traffic for key campaigns and promotions
- Build and execute a media relations strategy, building relationships and developing stories to raise the profile and reputation of the University
- Secure placement of thought leadership articles, by-lined articles and positive sentiment coverage in nationals and key sector titles
- Develop and manage implementation of issues management/crisis plan to minimise reputational risk
- Develop and support a team of highly skilled, results driven, engaged communication, content and copywriting professionals
- Pro-actively stay up to date with current digital, social media and creative trends & developments, to help inform response to briefs and plans
- Champion a culture of sharing best practice across the team and more widely across the university.



# Person Specification

### Essential

- Educated to degree level or equivalent experience in a similar or related role
- Experience of developing and implementing multi-channel content strategies and plans to support marketing or sales objectives and reach new audiences, with a data-driven and target-focused approach
- Experience of managing a team of staff and using delegation to resource projects effectively and meet demanding deadlines
- Significant experience of content management systems and publishing platforms to optimise content
- Demonstrable experience of utilising quantitative and qualitative data and reporting tools, to inform future marketing activity
- Extensive experience of content production and content marketing processes, as well as search engine optimisation techniques relating to the curation of content
- Ability to write for different audiences creating press releases, social media post copy, blogs, thought leadership pieces, newsletters and emails
- Project management and organisational skills, including producing project plans, using project management tools and managing simultaneous deadlines
- Experience of developing and managing relationships with a diverse range of stakeholders and/or partners
- Team player with excellent organisational, interpersonal and communication skills and a willingness to work across a variety of projects
- Good working knowledge of Office 365, including Outlook, Teams, PowerPoint, Excel, and Word
- Able and willing to work out of office hours (including evenings, weekends and public holidays) if required.
- Prepared to travel in the UK on business.

### Desirable

- A good understanding of the challenges facing the higher education market both in the UK and internationally
- A professional qualification in marketing, such as CIM Diploma, or equivalent
- Experience with photo editing packages such as Adobe Photoshop
- Experience with video editing packages such Final Cut and Adobe Premiere
- Experience in customer segmentation, A/B testing & post campaign analysis
- Experience of using schedule tools, such as Hootsuite
- Understanding and experience of SEO

# Further Information

## **Equality, Diversity and Inclusion**

It is important that our University community supports our policy on equality, diversity and inclusion and that each of us reflects this in the way that we work.

## **Health and Safety**

We are all responsible for helping to make the University a safe and healthy place to work and study, ensuring that we are compliant with our Health and Safety Policy.

## **Policies and Procedures**

We should keep up to date with the University's policies and processes which are usually available on our intranet, reflecting these in the way that we work.

## **Staff Development**

Our performance and development activities include appraisal and development reviews, participation in learning and development, and a personal responsibility to maintain our own subject knowledge.

## **Confidentiality**

We must maintain appropriate confidentiality in relation to our work and that of the University.

## **Variation to Job Description**

We may vary your duties and responsibilities outlined in the job description to reflect the changing needs of the University.





# General Information

## Terms and Conditions of Appointment

On appointment, you will receive a full statement of terms and conditions for your role.

## Duties

Your duties and responsibilities are outlined in the job description

## Starting Date

This post is offered on an indefinite basis from November 2024.

## Hours of Work

The standard hours of work are not less than 37 hours per week.

## Salary

This post is on an incremental salary scale. The salary for this post is Grade 7, which is from £37,099 to £44,263.

## Annual Leave

Your annual holiday entitlement will be 22 days rising to 25 days after 5 years' service, plus 8 statutory days (pro rata). In addition, the University may grant 4 or 5 concessionary days leave per year when the University is closed.

## Pension

Employees have the benefit of joining the Local Government Pension Scheme, a defined benefit pension scheme which builds up a pension on a "Career Average" salary basis to which the University currently contributes an additional 24.4%.

As a member of the scheme, you would be provided with a secure future retirement income, independent of share prices and stock market fluctuations. There is also cover in the event of early retirement on the grounds of permanent ill-health, redundancy or business efficiency. Plus you have the option, on retirement, to exchange part of your pension for some tax-free cash.

From the moment you join, the benefits of the pension scheme also include life cover and family benefits for partners and children in the event of your death.

As a member of the Local Government Pension Scheme you have the security of these valuable benefits at a relatively low cost to you. You can find out more about the pension scheme by visiting the Norfolk Pension Fund website at <https://www.norfolkpensionfund.org>

## Interview Expenses

Reasonable travel and incidental expenses will be reimbursed when agreed in advance in line with the University's Candidate Interview Expenses Guidelines which are available on request.

## Offers of Employment

All provisional offers of employment are subject to evidence of eligibility to work in the UK, verification of qualifications, satisfactory references and medical assessment process.

If you are unsure of your right to work in the UK you can use the Gov.uk visa checking tool to establish your eligibility and options relating to visas.

Please be aware that all visa routes have their own eligibility criteria and not all roles/applicants will be eligible for sponsorship under the Skilled Worker visa route

## Referees

References will not normally be taken up unless a provisional offer of employment is made. All offers of employment are subject to receipt of satisfactory references covering current or most recent employment and the past three years of work.



Students in the control room of The Sir  
John Hurt Film Studio in Boardman House

# Application and Recruitment Process

## Job Description and Person Specification

Within this pack you will find the job description and person specification for the post for your consideration before you complete your application form.

The Job Description provides information about the main duties and responsibilities for the position. It also explains the purpose of the post.

The Person Specification sets out the experience, skills, abilities and characteristics to perform the duties in the job description.

We recognise that candidates may sometimes not meet all of our requirements. If you like what you've seen so far, we would still like to hear from you.

## Application Form

We ask that applicants complete the application form in full and as clearly as possible.

You may, if you wish, submit a CV with your application form. However, we are unable to accept CVs without a fully completed application form.

The application form is the first stage in the recruitment and selection process and is a key element in being short-listed for an interview and the possible offer of a job.

## Equal Opportunities Monitoring

As part of our commitment to equality, diversity and inclusion, we monitor the diversity of our workforce and applicants to help us review the effectiveness of our policies and procedures.

To help us with this, we ask that you complete the Equal Opportunities Monitoring section of the application form.

## Submission of Application Form

Please submit your completed application form to [jobs@norwichuni.ac.uk](mailto:jobs@norwichuni.ac.uk) quoting reference **A1094** in the subject line

Please note that we can only accept application forms in either PDF or DOC format.

The closing date for this vacancy is:  
21<sup>st</sup> October 2024 11.59pm

We regret we are unable to accept late applications.

## Interview Arrangements

Interviews will normally be held on campus.

We will be in touch to let you know if you are shortlisted for interview.

The date of the interview will be:  
6<sup>th</sup> November 2024

Due to the high volume of applications we receive we are unable to provide you with feedback.

If you are shortlisted, we will ask you to provide us with evidence of your eligibility to work in the UK.

We would like to take this opportunity to thank you for your interest in this position and wish you success with your application.

If you have any queries regarding any aspect of the recruitment and selection process, please contact the Human Resources Team by emailing [jobs@norwichuni.ac.uk](mailto:jobs@norwichuni.ac.uk).



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