

# Content Marketing Manager

## Job Specification

Date created: March 2025

### JOB DESCRIPTION

Employment status:	Permanent, full time
Hours:	Full time hours at UCEM are 35 per week, Monday to Friday 9.00 a.m. to 5.00 p.m. and this role follows this pattern
Location flexibility:	<p>The place of work for this role is <b>Split</b> between the Horizons office in Reading and your home; the exact split of days/hours is negotiable but must include a minimum of <b>two</b> working days per week spent at Horizons (you may work more in the office should you wish)</p> <p>Please note the following:</p> <ul style="list-style-type: none"><li>• When you work at Horizons you must attend on core office days only</li><li>• Core office days are Tuesday, Wednesday, and Thursday</li><li>• The building is closed to staff on Fridays</li><li>• On a Split contract you cannot attend the office on a Monday, unless you have worked a minimum of 3 other core days in the office</li><li>• Working at home is only possible if your environment meets certain conditions – see the <b>Attachment</b> to this Job Specification document – and if not, you need to work at Horizons</li></ul>
Department:	Business Development & Apprenticeships
Line manager:	Kim Davies, Director of Marketing, Communications and Brand

### Role summary

As the Content Marketing Manager, you will take ownership for UCEM's content marketing strategy. You will play a key part in developing and enhancing the UCEM brand, supporting our ambition to become the world's most sustainable university. This role sits in the wider marketing team and helps drive the recruitment and retention of students.

This role is high profile in that your work will involve liaising with all staff across UCEM, including our Vice Chancellor. You will collaborate and build relationships with other teams, freelancers and agencies, playing an integral role in increasing our profile in both the built environment and the higher education sectors.

Day to day, this is a hands-on role, focusing on the execution of our content strategy, delivering on all aspects of content production—from ideation and research to creation, editing, and distribution. You will support B2C and B2B marketing campaigns, contributing to Search Engine Optimisation (SEO), thought leadership, Public Relations (PR), and social media efforts while measuring and monitoring their impact.

# Job Specification

## Role accountabilities and responsibilities

- Work with others to deliver a cohesive content strategy and plan that aligns with our brand and targets.
- Create fresh and engaging content such as blogs, videos, podcasts and e-brochures, for use on various platforms (website, emails, digital advertising, social media).
- Conduct interviews and undertake research to create news articles, opinion pieces and case studies.
- Develop thought leadership pieces derived from our academics' research, specialisms and expertise.
- Lead content campaigns end-to-end: planning, writing, editing, producing, promoting and reporting across various mediums (written word, digital events, video).
- Work collaboratively with the wider team to source and create content for B2C and B2B campaigns.
- Support colleagues to ensure all content is accurate, on-brand and consistent in terms of style, quality and tone of voice, as well as optimised for SEO.
- Liaise with social media and website colleagues to distribute content across owned and paid channels; you will need to manage and monitor these in their absence.
- Upload content to platforms such as the UCEM website via the Content Management System, and to social channels via Sprout.
- Write press releases, manage media requests and craft reactive comments to press enquiries.
- Work with agencies to build media relationships and contacts to continue increasing UCEM's profile.
- Collate, analyse and report monthly on content, communications, media activities and performance.
- Report on the latest updates, innovations and news in the built environment and higher education.
- Source and manage speaking opportunities at corporate, media and networking events.
- Represent and support UCEM at internal, business, higher education and industry events.
- Undertake other duties as reasonably agreed with your line manager.

Line management responsibility:	NO
Budget responsibility:	NO
<u>In this role you will liaise with:</u> Students; Wider UCEM Departments; Board of Trustee Members; External Partners; Journalists; Clients	

## PERSON SPECIFICATION

Assessment Criteria: A = Application I = Interview T = Test

X denotes both essential and desirable requirements plus how these will be assessed

Qualifications and training	Essential	Desirable	A	I	T
Degree level qualification		X	X		
Marketing or PR qualification		X	X		
<i>Please be aware that as part of onboarding processes, we will seek original documentary evidence of the relevant academic and/or professional qualifications which you include within your job application</i>					
Previous experience	Essential	Desirable	A	I	T
Working in a similar role or any of the following areas: marketing, public relations, communications, content marketing	X		X	X	
Experience managing multiple projects and stakeholders	X		X	X	

# Job Specification

Experience in the Education/Further Education/Higher Education sector		X	X	X	
Skills, knowledge, and aptitudes	Essential	Desirable	A	I	T
Content writing and editing; ability to write both long and short forms of copy	X		X	X	X
High-level written and oral communication skills, with attention to detail <i>It is essential that your written work is accurate and free of errors</i>	X		X	X	X
Understanding of the principles and practices of writing effective copy for SEO	X		X	X	
Ability to create engaging content	X		X	X	X
Ability to clearly articulate and guide others on how to communicate UCEM's purpose and values	X		X	X	
Understanding of the key communication strategies for B2C & B2B audiences	X		X	X	
Organisation, planning and project management skills	X		X	X	
Ability to measure and report on the effectiveness of activities and campaigns	X		X	X	
Digital skills: We use MS Office which includes Teams, Outlook, Word, Excel, and PowerPoint	X		X	X	X
Demonstrable knowledge of social media channels and campaigns		X	X	X	
Ability to manage projects involving diverse contributors and content types		X	X	X	
Ability to interpret research and academic jargon and translate it into simple and effective communications		X	X	X	
Understanding of how to maximize media and PR opportunities		X	X	X	
Ability to use a website content management system		X	X	X	
Knowledge of digital market platforms such as Buzzsprout, Sprout Social and Dotdigital		X	X	X	
Other requirements or special requirements	Essential	Desirable	A	I	T
Fluent English speaking and writing skills	X			X	X
Alignment to the UCEM core values of Passion, Integrity, Excellence and Support; all employees are expected to demonstrate our values at work: <a href="https://www.ucem.ac.uk/core-values/">https://www.ucem.ac.uk/core-values/</a>	X			X	

# Job Specification

Commitment to delivering positive outcomes for our students; we want our students to be successful	X			X	
You must be prepared to undertake compulsory online training should you be appointed; this includes Data Protection, Health & Safety, Safeguarding, Prevent, EDI, and Anti-bullying, Harassment and Sexual Misconduct	X			X	
Ability and willingness to travel to external marketing and PR events	X			X	

## PAY & BENEFITS

- Salary up to £37,000 per annum.
- 26 days paid holiday (rising to 28 with service) plus paid bank/public holidays plus up to 5 paid closure days (typically between Christmas and New Year); all per holiday year Full Time Equivalent. Our holiday year runs from 1 August to 31 July. We also have a holiday buy and sell scheme in place. Sometimes UCEM does not need to close for 5 days per year and any balance, for example 1 day, can be used as a paid Wellbeing Day to take time out for your own physical or mental health.
- Pensions auto-enrolment to the People's Pension salary exchange scheme (the term we use for salary sacrifice). You may opt out of salary exchange but remain in the scheme, or you may choose to opt out altogether.
- Policies in place for all types of family-friendly statutory leave with enhanced pay available from day one of employment (in addition to statutory pay, where applicable).
- Wellbeing support and full access to the Employee Assistance Programme, as well as the Thrive Mental Wellbeing app. Several UCEM employees are trained Mental Health First Aiders and can support staff.
- Cycle to Work and Electric Vehicle salary sacrifice schemes and access to Tax-Free Childcare (Government scheme).
- For Horizons based roles, we may in the future be able to offer parking on site however you must not assume this will be possible. Every now and then we may have a spare parking space become available and you can ask to join the waiting list. UCEM is keen wherever possible, to encourage staff to commute as sustainably as possible.
- Life assurance cover.
- Employer-funded Health Cash Plan (Simplyhealth) and voluntary dental insurance (Unum).
- Charity giving options available including one voluntary paid day, per annum.
- As a UCEM employee you will have access to Microsoft Office 365 applications for personal use. You will also have access to range of lifestyle discounts (savings on everyday purchases) and access to two learning platforms.

*On the Join the team page of our website, you will find the full list of employee benefits at UCEM*

## APPLICATION PROCESS

**IMPORTANT!** All job applications must be sent to [recruitment@ucem.ac.uk](mailto:recruitment@ucem.ac.uk) and if you apply via a jobs board, please make sure you have sent all required documents otherwise we will be unable to consider your application. In addition, if you apply for this job on the recommendation of an existing UCEM employee, please make sure to mention their name within your application.

To apply for this role, please send the following to [recruitment@ucem.ac.uk](mailto:recruitment@ucem.ac.uk) (you will receive an auto-response):

1. Your up-to-date CV;
2. A covering letter or email message outlining your suitability\* for the role; AND
3. A completed **Recruitment Check Form** which is available from the *Current vacancies* page of our website.

The above items constitute a **complete** job application.

# Job Specification

\*We hope you take time to consider the UCEM values when you prepare your job application. You may also wish to consult our vision and strategy document: <https://www.ucem.ac.uk/our-vision/>

We are committed to driving forward our sustainability agenda to secure a sustainable future and our long-term ambition is to be the world's most sustainable university. We recommend you visit our website to find out more about our **Sustainability Strategy**: <https://www.ucem.ac.uk/sustainability/>

If you are an existing UCEM employee, we request you inform your current line manager of your intention to apply for this role.

**NO AGENCIES:** We are not using agencies for this vacancy, and we cannot accept any CV submissions. Please do not contact us as we can only repeat this message.

## Informal discussion

If you are unsure whether to apply, perhaps because you do not meet all essential criteria, we encourage you to call the hiring manager to discuss this further (details below). If you are excited by this vacancy do not rule yourself out; it still might be worth applying.

For an informal discussion about the role please contact Kim Davies on 0118 467 2015 or email [k.davies@ucem.ac.uk](mailto:k.davies@ucem.ac.uk)

For any other enquiries please contact HR on 0118 467 2454 / 2433 or email [recruitment@ucem.ac.uk](mailto:recruitment@ucem.ac.uk)

## Closing date and next steps

Tuesday 22 April 2025 at noon.

HR will screen all applications in person and all applicants will receive a response confirming the status of their application. We value the time taken to make a job application and the interest shown in UCEM.

## Interview details

Dates for interview will be advised to you later in the process.

Please indicate on your Recruitment Check Form any dates that you cannot make, up to 4 weeks from the closing date. This helps us to plan interviews should you be shortlisted, prior to contacting you.

Applications may be reviewed prior to the closing date and occasionally, you may be invited to interview ahead of the closing date.

Interviews are normally carried out over Zoom, Microsoft Teams, and we may invite you to visit our Reading office, especially when this is your place of work.

Please be prepared for a two-stage interview process, held on different dates. As part of the interview process, you will meet with a member of the Senior Leadership Team. Sometimes we may conduct a telephone interview at first or second stage.

## Equality, diversity, and inclusion

Here at UCEM we champion equality, diversity, and inclusion in our workforce. We celebrate diversity and the strengths it brings to our staff body, our student community and our Board of Trustees, recognising that people are key to our success. Our aim is to attract, develop and retain a diverse workforce, therefore we welcome and encourage applications from all backgrounds.

## Pre-employment checks

UCEM undertakes thorough pre-employment screening as part of its recruitment process. Given we have contracts with Government offices, we make sure our checks comply with the Baseline Personnel Security Standard (BPSS). Checks will include identity, right to work, basic disclosure criminal record check, and three years of employment history.

# Job Specification

## Attachment – homeworking environment

UCEM is a **flexible employer** and flexibility is built into different places of work location. As such, it is reasonable to ask employees to adhere to some **general principles and ways of working**, in order to make sure flexibility offers value to everyone, including UCEM.

In addition, if all or part of your working week involves working at home, your home environment must meet certain conditions. Otherwise you will be required to work in the office at Horizons.

### General principles

- All employees regardless of place of work will be required to take an online Display Screen Equipment (DSE) assessment and repeat this at such intervals as may be instructed by the Facilities Management Team. The purpose of this is to look after your health and safety at work.
- All employees must adhere to UCEM IT Security and Data Protection policies in their place of work.
- All employees will be expected to be accessible to colleagues during their normal working hours and ensure their Outlook Calendars reflect the accurate place of work.
- All line managers will be expected to be accessible to their team and will be responsible for ensuring the performance of their team.

### Remote (Home) requirements and conditions

- Where your place of work involves working at home, you must have suitable conditions in which to work.
- As a minimum, your UK home location must be able to accommodate the UCEM technology and equipment. What this means in practice is that you must have sufficient space in which to house the technology and equipment safely and securely.
- In all cases, UCEM technology and equipment can only be handled and used by you, the employee. It must not be accessible to any other household member, at any time.
- When you are working remotely as part of the DSE assessment, you will be required to provide evidence that your working environment meets DSE requirements, such as providing a photo of your workstation setup.
- You must also provide a secure and reliable internet connection which allows you to work as effectively as if you were in Horizons, **including undertaking video and audio calls and connecting permanently to the VPN.**
- In the case of known broadband outage you should plan to work at Horizons or elsewhere – noting that elsewhere must still meet the place of work requirements. Should you be unable to do either of these options, you will be required to take holiday. In the event of unexpected outage, you should discuss with your line manager whether you need to find an alternative place of work or take holiday.
- For the avoidance of doubt, the provision of the required broadband, will be self-funded.
- It is expected that you will house technology and equipment at a suitable work desk, which gives you the space needed to work safely and confidentially. This space in your home must be away from other household users, such as space in a room which is not frequented by other household members.
- Your work environment must remain professional at all times. This means you must be able to work remotely without interruption from household members and noise, and your surroundings should mirror what an office environment would look like (clean/tidy, free of clutter and distractions).
- It is not appropriate to work from a sofa or other location which is not in keeping with presenting a professional work environment. Opting to use the blurring function on Teams/Zoom is not an acceptable workaround.
- If you do not have space to accommodate these requirements or your circumstances change, you are not permitted to work at any location other than Horizons.