

Job Description

Job title	Digital Content Officer
Department	Warwick Enterprise,
Grade	6

Job purpose (a brief summary of the role)	This role will enable meaningful engagement between students and graduates, and the Warwick Enterprise portfolio through its digital channels. This includes the website, social media, Warwick Enterprise's dedicated operating system (Startium), and other digital platforms facilitated by the Warwick Innovation District applicable for students and graduates. The role will build relationships with key internal partners, identifying opportunities for the University to build its activities and online presence in the emerging field of Enterprise Education, across co-curricula, in-curricula provision and graduate enterprise schemes. Driven by improving the user experience of students and graduates the Digital Content Officer will lead the overall design of the Warwick Enterprise digital footprint. Operating across four domains (emerging technologies (including AI), marketing and fundraising, teaching & learning, systems and data) this role will ensure Warwick Enterprise maximizes its reach and impact.
Duties and responsibilities	Teaching & Learning (25%) 1. Actively research and maintain up to date knowledge of trends and practices in digital and blended pedagogies 2. Advise the team on the capabilities and features of digital developments across the institution and how these could be connected with or applied to better engage students and graduates and enhance the user experience 3. Lead the Warwick Enterprise team in developing their confidence and competencies in the application of different technologies to deliver the programme portfolio. 4. Support team members design, deliver and evaluate interventions using digital or blended methodologies and ensure learning is built into future provision Systems and Data (30%) 1. Be the department's relationship manager with providers of digital platforms, resources, programmes or solutions (e.g. Startium,) that Warwick Enterprise has procured 2. Design and monitor the continuous improvement plan for the Warwick Enterprise operating systems ensuring team members fully understand accountabilities and are equipped in this endeavour 3. Actively work in partnership with the Warwick Innovation District's Operations team to maximize their plan for development for digital tools, platforms, systems and their intended audiences, ensuring provision for students and graduates is mutually connected and considered 4. Develop, collate and monitor relevant data sets to demonstrate progress against KPI's and core metrics for Warwick Enterprise Emerging Technologies (including AI) (15%) 1. Research, evaluate and present any emerging web technologies, applications and hardware that could support the overarching objectives for Warwick Enterprise 2. Seek additional sources of funding to test and evaluate new approaches that the Warwick Enterprise team might want to consider

	User Experience, Marketing and Fundraising (30%) 1. Co-ordinate, monitor and evaluate the content creation plan for Warwick Enterprise's social media channels, website, operating system, other platforms that may be onboarded to support digital delivery 2. Implement brand guidelines across all digital channels and ensure Warwick Enterprise team members are up to date and consistent in their application 3. Apply user experience principles in the design and delivery of digital content through structured engagement with Innovation Fellows to co-design and deliver a high quality experience. 4. Monitor the overall design of the Warwick Enterprise digital footprint to ensure interventions are cohesive, up to date and effective
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Person Specification

The Person Specification focuses on the essential and desirable knowledge, skills, experience and qualifications required to undertake the role effectively. This is measured by (a) Application Form, (b) Test/Exercise, (c) Interview, (d) Presentation.

Essential Criterion No.	Essential Criterion Description	Measured by
E1	Degree educated or equivalent experience	A
E2	Significant experience in an educational technology development role	A
E3	Experience of managing projects	A
E4	Experience of teaching & learning and / or staff development in the post-16 sector	A
E5	Sophisticated understanding of the breadth of technology available, and digital engagement preferences and how this can be applied in an educational context	A & C
E6	Knowledge of systems used in digital content, web technologies and online course provision	A & C
E7	Knowledge of the systems, technologies and methods used in communicating with students, and wider audiences, and the collection and analysis of data in higher education	A & C
E8	Ability to support individuals with upskilling their knowledge and competencies with new technologies	C
E9	Evidence of creativity and innovation in educational design to deliver scalable and sustainable digital content that delivers impactful student and graduate outcomes	C
E10	Ability to motivate others through excellent interpersonal skills and a consultative approach to building effective partnerships to deliver objectives	C
E11	Knowledge or experience of managing projects and student co-design and delivery within a post-16 education environment	A & C

Desirable Criterion No.	Desirable Criterion Description	Measured by
D1	In depth knowledge of inclusive pedagogical practice and the role of technology	C
D2	Sound knowledge of UK policy, trends, opportunities and challenges in the field of higher education, and broad understanding of the enterprise education agenda	C