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Digital Content Officer

Department/Division/Faculty:	Department of Physics, Faculty of Natural Sciences
Campus/Location:	South Kensington
Job Family/Level:	Professional Services Level 2b (Salary scales)
Responsible to:	Events & Communications Administrator
Line management for:	N/A
Key working Relationships (Internal):	Knowledge Hub, Departmental staff, Imperial Digital and Communications teams
Contract type:	Full-time, Fixed term for two years

Purpose of the Post

The Department of Physics is strengthening how it engages with its internal and external audiences. This includes improving access to Department information and services, developing our digital presence, and improving how we communicate, showcase our activities and achievements, and build connections.

The post will sit within the Department's Knowledge Hub, a recently established team created as part of a wider programme to strengthen and develop Departmental administration and support. The Knowledge Hub brings together coordinated support across events and communications, finance, staffing, research support and business and external engagement.

The Digital Content Officer will provide dedicated, hands-on support for a defined programme of digital projects designed to help deliver these ambitions. Under the direction of the Events and Communications Administrator, the postholder will help improve how the Department presents its information and activities across internal and external digital platforms, ensuring content is clear, accessible and easy to navigate. Working within agreed priorities and project requirements, the postholder will use Imperial's established systems, templates, brand standards and technical frameworks, drawing on specialist support where required.

This is an opportunity to make a visible contribution to the Department's digital development and engagement activity, with projects that will have a lasting impact on how the Department communicates and presents its work.

The Department is committed to supporting the postholder to succeed and develop in the role. The postholder will join a collaborative Department that actively encourages relevant training, continuing professional development and engagement with professional and best-practice networks.

Key Responsibilities

Working within priorities and project requirements agreed with the Events and Communications Administrator, the postholder will take responsibility for the practical delivery of defined areas of digital work. The postholder will exercise initiative in organising and prioritising their day-to-day work, liaising with colleagues, identifying content and usability issues and proposing practical solutions. Matters requiring significant changes to agreed scope, priorities, resources or approach will be referred to the Events and Communications Administrator.

1. Departmental SharePoint information portal

Support and coordinate the practical development of a new Department SharePoint information portal, creating a clear and accessible place for staff to find the information and guidance they need. The SharePoint portal will be the postholder's first priority on appointment.

Working as part of the Knowledge Hub, and within an agreed project scope and priorities, the postholder will coordinate with colleagues across the Hub and, where relevant, other Departmental teams to:

- Support the practical development and delivery of the portal from scoping through to launch, evaluation and refinement.
- Work with the Events and Communications Administrator and relevant colleagues to identify appropriate content owners, and coordinate the creation or updating of material required for the portal.
- Contribute to the development of a clear information architecture, site map, navigation and page structure, working within agreed requirements and Imperial guidance.
- Build and populate the portal using Imperial's established SharePoint functionality and templates, supporting a coherent and accessible user experience.
- Maintain a content tracker covering page status, outstanding actions, content owners and responsibility for future updates; follow up actions with colleagues and support clear handover arrangements where responsibilities change.
- Undertake user testing, gather feedback and identify practical improvements to navigation, content and usability ahead of launch, implementing agreed changes within the project scope.
- Support launch and subsequent refinement, including reviewing user feedback and available usage data, identifying potential improvements and supporting an appropriate process for ongoing content review.

2. Department website

Support the delivery of agreed development and improvement projects for the Department's top-level external website, providing additional hands-on capacity to create, organise and publish digital content.

Under the direction of the Events and Communications Administrator, key areas of work will include:

- Support the redevelopment of how the Department presents its research online, building on existing scoping work and contributing to clear structure, navigation and content within agreed requirements.
- Work with the Deputy Head of Department for People to support the review and refresh of the Department's Outreach webpages, creating clear, engaging and accessible content within agreed priorities.
- Work with the Business Development Manager and Deputy Head of Department for Enterprise, Impact and Engagement to support the development of a new Departmental enterprise and impact section, gathering and presenting content that supports engagement with industry and external partners and showcases the Department's wider impact.

- Review and update other top-level Departmental webpages where needed, subject to agreed priorities.

Across these areas, the postholder will provide practical delivery support including:

- Gather, shape and organise content from relevant colleagues, flagging gaps and coordinating new material where required.
- Contribute to the development of appropriate page structures and navigation within Imperial's established web framework.
- Build, populate and update webpages through Imperial's content management system, making effective use of available templates, layouts and functionality.
- Coordinate contributions, approvals and outstanding actions to support timely delivery, referring significant delays, conflicts or decisions to the Events and Communications Administrator where appropriate.
- Identify where new photography, film, graphics or other visual content would strengthen the webpages and coordinate or commission this material through Imperial or external suppliers as appropriate.
- Ensure content meets Imperial requirements for accessibility, brand, style and digital publishing.
- Support user testing, feedback, launch and subsequent refinement.
- Support the Events and Communications Administrator in establishing clear content ownership and review arrangements, and maintain appropriate records so that webpages remain current after redevelopment.

3. Digital production support

Provide additional practical capacity, under the direction of the Events and Communications Administrator, to support Departmental communications, engagement and promotional materials.

- Support the production of agreed digital and promotional materials, working from content and direction provided by relevant colleagues and using Imperial templates and brand standards.
- Identify gaps in available digital content and help coordinate or commission new material where required.

4. Cross-Team Collaboration

- Work collaboratively as part of the Knowledge Hub and with colleagues across the Department, Faculty and Imperial.
- Share knowledge, ideas and good practice, and contribute to a culture of collaboration and continuous improvement across Departmental processes and ways of working.
- Engage with relevant training, professional development opportunities and best-practice networks.

Undertake specific safety responsibilities relevant to individual roles, as set out on the Institutional Website Health and Safety Structure and Responsibilities.

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Person Specification

Requirements Candidates/post holders will be expected to demonstrate the following:	Essential (E)/ Desirable (D)
Education	
Relevant qualification or equivalent practical experience in digital content, web, communications, information management or a related area.	E
Experience	
Experience of creating, updating or publishing content using a content management system, SharePoint or a comparable digital platform.	E
Experience of structuring and organising information or content to make it clear, logical and easy to navigate.	E
Experience of contributing to the development or redevelopment of a website, intranet or other substantial digital information resource, from planning or scoping through to delivery.	E
Experience of gathering, reviewing and restructuring content from multiple sources and stakeholders for publication on a website, intranet or other digital platforms	E
Experience of gathering user feedback, undertaking user testing or using analytics to improve digital content.	D
Experience of coordinating or commissioning photography, graphics, video or other digital assets	D
Experience in Adobe Premiere Pro and the rest of the Adobe Creative Suite (or similar)	D
Experience of working with SharePoint Online, particularly modern SharePoint sites, pages and web parts.	D
Knowledge	
Understanding of good practice in structuring digital information, navigation and user experience	E
Awareness of accessibility requirements and the use of established brand, style and digital publishing standards	E
Understanding of content lifecycle management, including the important of clear content ownership, review processes and maintaining accurate and up-to-date information	D
Skills & Abilities	
Ability to work from an agreed brief or set of requirements and turn this into a practical digital output.	E

Good organisational skills, including the ability to coordinate information from others, track actions and meet agreed deadlines.	E
Good written and verbal communication skills, with the ability to gather, summarise and present information clearly.	E
Ability to work collaboratively, respond constructively to feedback and manage defined pieces of work with appropriate guidance and support	E
Ability to write and edit clear, concise and accessible digital content for different audiences and purposes	E

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Further Information

Please note that job descriptions cannot be exhaustive, and the post-holder may be required to undertake other duties, which are broadly in line with the above key responsibilities.

Our values are at the root of everything we do and everyone in our community is expected to demonstrate Imperial:

- Respect
- Collaboration
- Excellence
- Integrity
- Innovation

Employees are also required to comply with all Imperial policies and regulations.

We are committed to equality of opportunity, to eliminating discrimination and to creating an inclusive working environment for all. We encourage candidates to apply irrespective of age, disability, marriage or civil partnership status, pregnancy or maternity, race, religion and belief, gender reassignment, sex, or sexual orientation. You can read more about our commitment on our webpages.

November 2026