Job Description – Digital Content and Communications Officer (Wales)

Role Details

Vacancy ref: 21178  
Salary: Grade 6 – £30,487–£36,024

Working Pattern: 37 hours per week  
Duration: 18-month fixed term contract

Location: Hybrid working, with weekly visits to the OU in Wales office (min 2 days)

Closing Date for Applications: 12 noon, 19 October 2023

Welsh Language: For this role, the ability to communicate in the medium of Welsh is DESIRABLE

About the Role

The Digital Content and Communications Officer (Wales) will plan, coordinate and deliver projects to support The Open University (OU) in Wales’s brand awareness, focusing on creating and promoting content that showcases the OU in Wales’s academic expertise and research. Projects will include production of engaging, high-quality content for OU digital platforms.

The role holder will have a track-record of creating impactful digital content and excellent videography skills. They will demonstrate effective project management and communications skills and experience of managing multiple projects within a multi-disciplined team.

The role holder will also support the OU in Wales’s wider communications activity and the promotion of engaging learning material for OU platforms, such as OpenLearn.
Key Responsibilities

As the Digital Content and Communications Officer, you will:

1. Plan, coordinate and deliver digital content and workstreams using effective project management techniques.
2. Create and produce effective content for OU online platforms including long-form videos for YouTube, motion graphics, audio, website articles and graphic design assets.
3. Support wider communications activity, including publicity, press work and developing social media content.
4. Support the development and promotion of engaging learning material for OU platforms, such as OpenLearn.
5. Monitor and evaluate reach and impact, reviewing and interpreting content analytics.
6. Work with colleagues across the OU in Wales and wider OU, including academics and subject matter experts, to deliver engaging, accessible audio/visual and written content that promotes the OU’s brand and academic excellence.
7. Supporting the Engagement Manager, develop and maintain strong working relationships with internal and external stakeholders.
8. Ensure content is compliant with Welsh Language Standards, agreed editorial frameworks, and any additional guidelines compliance set by the OU, such as brand and accessibility guidelines.

Our Team Values

Our values are important to us, and we expect our colleagues to conduct themselves in a way which promotes these.

Inclusive
- Respectful and Kind
- Actively seeking and valuing diversity
- Inclusion advocates and allies

Innovative
- Ambitious and forward-looking
- Curious and inquisitive
- Interconnected and collaborative

Responsive
- Actively listening
- Solution-oriented
- Focused on the right priorities
Skills and Experience

Essential
- A strong record of creating effective digital content for a range of different platforms.
- Excellent videography skills, including experience of filming, editing, and packaging high quality video content.
- Good organisation skills with evidence of project management.
- Experience of working independently whilst planning and managing multiple workstreams.
- Good knowledge of social media channels and optimising content for their purposes.
- Experience of using Adobe Creative Cloud (or equivalent) to produce video, graphics, motion graphics and audio content.
- Ability to manage competing demands, deadlines, and exercise flexibility.
- Excellent written and oral communication skills, with an ability to present complex information in an accessible and engaging way.
- Strong interpersonal skills and experience of developing stakeholder relationships.
- Experience of interpreting web and social media analytics to evaluate the impact of digital content.
- Attention to detail, with good proof reading and review skills.
- Ability to think creatively and critically evaluate ideas and information, proposing developments or improvements to projects.
- Competence in Microsoft Office software, including collaborative applications such as MS SharePoint.
- Willingness to undertake some travel for content filming

Desirable
- A good knowledge of YouTube and experience of creating, developing, and evaluating content for this platform.
- Experience of working in, and producing content for, an educational environment.
- Experience of working in a communications/PR role
- Experience of working in a dynamic, multidisciplined team.
- Experience of working in a bilingual environment / delivering bilingual content (Welsh and English).
- Ability to speak Welsh.
About the Open University in Wales

The Open University in Wales is responsible for delivery of academic and support services to students and enquirers right across the country. It is funded through student fee income and by support from the Higher Education Funding Council for Wales and serves over 15,000 students.

Our Cardiff office is the base for more than 180 members of staff working for The Open University in different functions, including:

- The Director for Wales and deputies with overall responsibility for the leadership and oversight of the work of the Open University in Wales, including that delivered by faculty staff based in Wales;
- Academic staff, managers and coordinators from our faculties and schools, developing curriculum, supporting and co-ordinating teaching and ensuring that there is a Welsh perspective in the academic developments of the University;
- Our Student Recruitment and Support (Wales) team working to ensure the successful delivery of services and support to students across all activities;
- Staff engaged in external affairs, marketing, widening access and employer engagement, seeking to grow our collaboration agenda in Wales and tell our story to a wider public;
- The UK-wide Venue Management Team, which is responsible for venue procurement and management activities for all OU tutorials, examinations and ad hoc meetings in the UK and Continental Europe;
- Our team of Operations and Support staff, who make sure we run smoothly and effectively on a day-to-day basis.

The Open University is committed to sustaining a powerful and visible presence in Wales, working closely with other educational providers and organisations to offer high quality part-time higher education opportunities via distance learning. The University is focused on working with the Welsh Government and the Funding Council in meeting the economic, social and cultural needs of the Wales.
The Open University in Wales is located at 18 Custom House Street, Cardiff. This is a five-minute walk from Cardiff Central train and bus stations. Given its city centre location there is no parking available but there are numerous car parks nearby. For further information on The Open University in Wales, and on the University, please see the Open University in Wales’ website at www.open.ac.uk/wales

How to Apply

Please send a completed application form to wales-recruitment@open.ac.uk.

If you have not heard from us within a week of the application closing date, please assume that on this occasion you have not been selected to interview for this position, however we thank you for your interest and encourage you to apply for future positions.

Applications received after the closing date will not be accepted.

If you have any questions about this role please contact Tom Poultney on 029 20 26 27 16 who will arrange a convenient time for the hiring manager to contact you for a chat.