Job Title: Brand Content Creator

Unit/School: Marketing, Communications and Student Recruitment (MCSR)

Grade: 5 A/B

HERA: MCSR19

Core purpose of role

The Brand Content Creator will embed storytelling in content and support the development of a rich and varied content library that will raise brand awareness and drive engagement across targeted audiences by producing timely, creative, relevant, and desired content.

The post-holder will support the Brand and Content Manager to create an effective content marketing strategy and editorial plan to:
- build the profile of Cardiff Metropolitan University's key strengths in teaching and research
- drive awareness and consideration of Cardiff Met as the university of choice for prospective students
- augment and enhance paid-for recruitment advertising and outreach campaigns
- support recruitment, conversion and enrolment of students.

The primary focus of the role is to create written, visual and audio content, with an emphasis on video, photography, podcasts and blogs, in support of our marketing and communications activities. Duties will include gathering and creating content, filming and editing, design and copywriting, for various channels, including digital and print, ensuring alignment with the University's brand guidelines.

Key responsibilities and contributions

- Produce engaging visual, written and audio content, transforming concepts into first-rate outputs including video, photography and blogs to support marketing and recruitment activities. With a particular focus on inhouse video production projects, developing creative concepts, planning, filming, and editing engaging content.

- Propose and refine ideas for content to be used across various channels, developing creative briefs to clearly articulate messaging and creative execution. To include working with staff, current students and alum to source ideas and identify opportunities for creating relevant and interesting content.

- Ensure content consistently adheres to the University brand voice, style, and tone, and is appropriate for the target audience.

- Utilise analytics to track performance and ascertain content engagement levels. Use the insights to implement improvements to content production and to shape the nature of content on each channel.

- Support colleagues in distributing content via key marketing channels such as the website, social media, email marketing, organic social media campaigns and third-party advertising.

- Develop content for social media and campaigns to align with timing of recruitment cycles and the University's brand themes. Ensure content is inclusive, accessible and tailored as appropriate to a diverse range of audiences.

- Assist in liaising and managing relationships with external photographers, videographers and freelancers to capture compelling and engaging content. Brief suppliers on brand guidelines and visual identity.

- Support the Brand and Content Manager in building and managing an active community of Student Content Creators and Ambassadors.

- Follow and maintain the editorial marketing content calendar, tying in seasonal and global news events and portfolio strengths to ensure a consistent stream of engaging content.

- Support the web team in developing and maintaining student recruitment-facing web pages, ensuring all content is optimised for search and utilising appropriate SEO techniques.

- Support the design team in maintaining a Digital Asset Library (artwork, photography and video).

- Support Brand and Content Manager in tracking and reporting expenditure, particularly in respect of ambassador payments and associated purchasing to ensure accurate budget management.

Additional Information:
The role holder will be required to support the delivery of events, which may fall outside of core working hours i.e. evenings and weekends. This includes (but is not limited to) Open Days, Graduation, Enrolment, Confirmation and Clearing, Commercial/Research Events, Student Events, External Events.

Person specification
Essential qualifications / Professional memberships

1. Educated to a degree level in an appropriate discipline, or significant experience of creating content, for a variety of marketing and communications channels.

Essential experience, knowledge and skills

1. A deep knowledge and understanding of social media channels and their differences in terms of audience, tone of voice, and role in achieving marketing and communications objectives.
2. Experience of managing content for social media channels (e.g. Facebook, Instagram, TikTok, YouTube, LinkedIn) and evaluating the performance of campaigns using metrics and data analysis.

3. Experience of working to, or developing, creative briefs and producing content that aligns to the brand and meets set objectives.
4. Excellent creative copywriting skills, able to adapt tone and content to a variety of audiences and to suit different platforms.
5. Experience of video production with demonstrable skills in conducting interviews, and videography using professional equipment.
6. Experience of editing content, and knowledge of editing software such as Premier Pro, Photoshop, Illustrator, or similar.
7. Strong proofreading and copyediting skills with knowledge of writing for the web principles and web accessibility standards.
8. Experience of creating and editing content for websites plus knowledge of content management systems.
9. Knowledge of SEO principles, digital marketing, and latest trends in social media communication.
10. Ability to provide editorial direction to digital content contributors ensuring they are motivated and delivering to briefs.
11. Brilliant interpersonal and communication skills, able to work collaboratively and build relationships with colleagues of all levels and to lead where required.
12. Strong IT skills: MS Office (Word, Excel, PowerPoint, Outlook) and Adobe Creative suite, with the ability to learn and use other software packages.

Desirable

1. Experience of using a CRM (Customer Relationship Management) tool, marketing automation, or marketing AI tools.

2. Experience of working within a Higher Education marketing or communications role.

3. Understanding of legal and regulatory frameworks such as GDPR and CMA guidelines.

Welsh skill requirements
Welsh is essential to our students and staff and is a key part of our provision and services. For every position at Cardiff Met, proficiency in Welsh language is either essential or desirable. You can find information about the levels by viewing our booklet: Welsh language skills levels. If a skill is listed as essential in the table below, please ensure you demonstrate this in your online application form.

Language level and general descriptor	Listening	Reading	Speaking	Writing
A1 – Beginner Can understand and use familiar everyday expressions and very basic phrases in Welsh.	Desirable	Desirable	Desirable	Desirable

A2 - Basic user Can deal with simple, straightforward information and communicate in basic Welsh.				
B1 - Intermediate user Can communicate, to a limited level, in Welsh about things that are familiar and/or work related.				
B2 - Upper intermediate user Can express myself in Welsh on a range of topics and understand most of a conversation with a native speaker.				
C1 - Fluent user Can communicate fluently in Welsh.				
C2 - Master user Can communicate fluently on complex and specialist matters in Welsh.				

Disclosure & Barring Service requirements

This post requires a basic DBS check.

Supporting information

The University is a dynamic organisation and changes may be required from time to time. This job description and person specification is not intended to be exhaustive.

The University is committed to the highest ethical and professional standards of conduct. Therefore, all employees are expected to have due regard for the impact of their personal behaviour and conduct on the University, students, colleagues, business stakeholders and our community. Each employee must demonstrate adherence to our Code of Professional Conduct. In addition, all employees should have particular regard for their responsibilities under Cardiff Metropolitan University's policies and procedures.