

Job Title:	Content Officer
Grade:	6
Salary:	£33,002 to £37,694 per annum, pro-rata if part-time
Department:	Marketing, External Relations
Hours/Contract:	Full time or job share considered, fixed term contract for 1 year
Job Family:	Management and Administration
Reference:	12250

Role Purpose

Working in the Digital Engagement Team, you will play a key role in supporting both the delivery of content on the University's le.ac.uk website and in the strategical transition to a new cloud-managed, headless content management system (CMS). The University Content Management (UCM) project is part of a strategic initiative to improve the University's digital infrastructure, streamline content workflows, and enhance the experience for visitors across le.ac.uk and associated platforms.

You will contribute to the delivery of this project by supporting the review, preparation, migration – and reimagination – of content from the current CMS to the new platform. You will work closely with colleagues across Digital Services, Marketing, and academic and professional services departments to ensure content is accurate, well-structured, and aligned with University priorities.

You will also play a role in ensuring content is developed to support student recruitment activity, research outputs and in strengthening the University's reputation. A skilled content creator, you will create and maintain content for the website, tailoring messaging to suit a range of audiences.

You will also support the adoption of new workflows and editorial practices introduced as part of the CMS transition, helping to embed consistent standards and improve efficiency across a network of trained CMS editors. This role is essential to the success of the UCM project and the wider digital engagement strategy. You will be expected to contribute to the project's implementation phases, including content review, training, and post-migration support.

Main Duties and Responsibilities

Content review, reimagination and governance

- Support the review, preparation, migration and reimagination of content from the existing CMS to the new cloud-managed, headless CMS platform.
- Work with colleagues across Digital Services, Marketing, and academic/professional services to ensure content is accurate, accessible, and aligned with University priorities.
- Assist in developing content structures and workflows that reflect the capabilities of the new CMS and support decentralised content creation.
- Ensure all content meets accessibility standards, technical benchmarks, SEO/GEO requirements, and University style and tone of voice.
- Ensure content is developed with SERP features in mind, including –





but not limited to – rich snippets, AI overviews and knowledge panels.

- Develop and deliver content for student recruitment and research promotion across the University's digital channels.
- Assist with data analysis and interpretation to inform content decisions and support continuous improvement.
- Undertake campaign testing (e.g. A/B testing) to optimise performance and efficiency.
- Conduct competitor analysis and monitor digital content trends in the higher education sector.

CMS Implementation Support

- Use CMS scheduling tools to publish and manage content during the migration period.
- Contribute to the development and documentation of new editorial workflows and processes introduced by the CMS project.
- Participate in training and onboarding activities for CMS users, helping to embed consistent standards and improve efficiency across the network of editors.

Quality assurance and compliance

- Assist with user testing and feedback collection to ensure content meets user needs and functions effectively within the new CMS.
- Ensure content complies with legal and regulatory requirements (e.g. CMA, ASA, WCAG) and University brand guidelines.
- Support the project team with documentation, reporting, and internal communications related to CMS implementation.
- Monitor web content for broken links, outdated information and usability issues.

Internal and External Relationships

Internal

- Collaborate with the Content, Marketing, Future Students Office and wider External Relations and Digital Services teams to support the delivery of the UCM project, including content migration/reimagination, workflow development, and training activities.
- Participate in project teams and working groups related to the CMS transition to ensure the interests of the Digital Engagement Team are represented and good practice is shared.
- Work with colleagues across Digital Services, Marketing, and academic/professional services to ensure content is accurate, accessible, and aligned with institutional priorities.
- Support the creation of customised and/or personalised content structures that reflect the capabilities of the new CMS and meet audience needs.
- Liaise with the Press and Internal Communications teams to identify stories and updates that can be repurposed for digital publication.





External

- Work alongside agencies and freelancers to brief, produce, and deliver content that supports both the CMS transition and ongoing digital engagement activity.
- Engage with external suppliers and implementation partners as required to support the technical and operational delivery of the new CMS.

Planning and Organising

- Plan and prioritise own work activities to ensure operational efficiency, responding to new requirements and requests, including those arising from non-standard work, and to line manager's or work unit requirements. Adjust priorities as needed.

Qualifications, Knowledge and Experience

Essential

- Educated to degree level or have equivalent relevant experience. *
- Experience of creating and editing content and collateral (e.g. web content, short form copy, optimising web pages). *
- Ability to plan and organise own work activities/tasks and have excellent time management skills. *
- Experience of planning and progressing work activities within guidelines, using initiative and judgement without recourse to seniors. *
- Experience of working/responding independently and dealing with unforeseen problems and circumstances. *
- Understanding of SEO and web standards (including accessibility), writing for the web, user experience and familiarity with web governance, data protection and legislation. *
- Experience of creating content for varied audience types. *
- Experience of researching content in preparing for communications activity and asset creation*

Desirable

- Project management qualification
- SEO qualification
- Digital marketing qualification (for example CIM Diploma in Professional and Digital Marketing)

Skills, Abilities and Competencies

Essential

- Excellent writing and proofreading skills, with a high level of accuracy and attention to detail.
- Proven ability to create and edit engaging and compelling content for a diverse range of audiences and purposes.





- Excellent interpersonal skills and the ability to communicate sensitively and effectively.
- Ability to work well under pressure and deliver a high volume of high-quality work to agreed deadlines
- Digital marketing and communications experience in content management systems, marketing automation and digital reporting and analytic tools, and a willingness to learn new ones.
- Ability to assess problems and challenges and take appropriate action.

Desirable

- Ability to analyse and present complex data.
- Knowledge of the latest digital marketing trends.
- Knowledge of the higher education sector, including the recruitment cycle and admissions processes.
- Specialist knowledge of strategic SEO/GEO.
- Experience of website build and/or content migration projects

****Criteria to be used in shortlisting candidates for interview***

Criminal Declaration

If you become an employee, you must inform your manager immediately, in writing, if you are the subject of any current or future police investigations/legal proceedings, which could result in a criminal offence, conviction, caution, bind-over or charges, or warnings.

Supporting University Activities

As a University of Leicester citizen, you are expected to support key university activities such as clearing, graduation ceremonies, student registration and recruitment open days. We expect all staff as citizens to work flexibly across the University if required.

University Values

Inclusive - We are diverse in our makeup and united in ambition. Our diversity is our strength and makes our community stronger.

Inspiring - We are passionate about inspiring individuals to succeed and realise their ambitions. We challenge our community to think differently, to get involved, and to constantly embrace new ideas.

Impactful - As Citizens of Change we will generate new ideas which deliver impact and empower our community

Equity and Diversity

We believe that equity, diversity and inclusion is integral to a successful modern workplace. By developing and implementing policies and systems that challenge stereotypes across all aspects of our work, we have a culture that recognises and values the diverse contributions of our staff which benefits everyone. Our strong values of inclusivity and equity support our efforts to attract a diverse





range of high quality staff and students, and identify our University as a progressive and innovative workplace that mainstreams equality, diversity and inclusion.

