

Content Creator, Wales

Role Details

Vacancy ref:	21772	Salary:	£26,642- £29,659 (Grade 5)
Working Pattern:	Full Time (37 hrs per week)		
Duration:	Permanent		
Location:	Based within our OU in Wales, Cardiff office, but operating a pattern of hybrid working		
Additional Information:	Some expectation of travel within the UK when required.		
Closing Date for applications:	12 noon, 29 October 2024		
Welsh Language:	For this the role the ability to communicate in the medium of Welsh is Desirable		

About the Role

This role holder will help raise brand awareness for The OU by connecting with targeted audiences through the production of creative, interesting, and eye-catching digital content. Working as part of our Marketing, Communications and Partnerships (MarCommsPar) team, the role holder will work from creative briefs to deliver high quality, engaging content for our online campaigns, websites, OpenLearn platform and social media profiles.

Key Responsibilities

- Create and edit digital content including webpages, videos, graphics and audio
- Help raise awareness of our brand to multiple audiences by creating content for live events, Q&As, podcasts and video interviews and testimonials
- Work with the team to create and manage content for our website, email, and social media platforms

- Support development of free online learning resources on the OpenLearn platform
- Work with the MarCommsPar team to generate creative ideas for new content
- Liaise with appropriate stakeholders, both internally and externally to gather relevant information to develop new resources
- Work with our Faculties and other colleagues to create content to meet OU in Wales objectives
- Any other reasonable activities that help support the wider marketing and communications creative work

All staff are expected:

- To comply with the University's Health and Safety and Equal Opportunities policies in the performance of your duties.
- To take reasonable care of the Health and Safety of yourself and that of any other person who may be affected by your acts or omissions at work.
- To co-operate with The Open University in ensuring as far as is necessary, that Statutory Requirements, Codes of Practice, University Policies and Departmental Health and Safety arrangements are complied with.
- To demonstrate a strong commitment to the principles and practice of equality and diversity.

Skills and Experience

Essential

- A degree or equivalent experience within a marketing, communications or business-related discipline.
- Ability to use Adobe Photoshop / Illustrator (or equivalent software) to produce graphics for web and social.
- Ability to film/record, produce and edit video / audio using Adobe Premier Pro / Audition (or equivalent).
- Experience creating publications and branded documents using Adobe InDesign (or equivalent) and Microsoft Office.

- Ability to appropriately tailor content to specific audiences and platforms such as website (including SEO), social media and publications.
- Experienced in social media with an understanding and interest in the current landscape and new platform developments/features.
- Have an understanding of working to brand guidelines and tone of voice.
- Attention to detail and ability to work under pressure to tight deadlines.
- Excellent written and verbal communication skills.
- Able to work unsupervised and using own initiative and judgement.
- Able to work on multiple projects and with multiple project teams and stakeholders.
- A creative thinker, willing to proactively contribute new ideas.
- Willing to work as an active and supportive member of a busy team.
- Positive outlook with a can-do attitude, including an openness to develop new skills and work with new software/platforms.
- Relationship management skills to work across teams and a range of stakeholders.
- Appreciation of requirements to produce Marketing / Communications assets bilingually.

Desirable

- The ability to communicate through the medium of Welsh.
- Experience of working in a bilingual environment, managing content in English and Welsh.

Important additional information

You may be required to undertake any other duties reasonably required within the nature of the duties and responsibilities of the role, subject to the proviso that normally any changes of a permanent nature shall be incorporated into the job description in specific terms.

All staff are expected:

- To comply with the University's Health and Safety and Equal Opportunities policies in the performance of their duties
- To take reasonable care of the Health and Safety of themselves and that of any other person who may be affected by their acts or omissions at work

- To co-operate with the Open University in ensuring as far as is necessary, that Statutory Requirements, Codes of Practice, University Policies and Departmental Health and Safety arrangements are complied with
- To demonstrate a strong commitment to the principles and practice of equality and diversity.

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 16,000 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.

This is an exciting time to join the University, as it transforms its UK-wide operations, and refreshes its academic approach. Wales-based staff are involved in planning and organising large-scale operations, using technology to produce materials and information, and effectively managing resources to produce and deliver services to schedule. All staff are concerned with the maintenance and improvement of our high

standards of support to individual students and have a strong customer service ethos.

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

To apply for this role, please include your CV and a personal statement of no more than 2000 words detailing how you meet the Person Specification. In your statement, you must directly address the essential and desirable criteria.

Please send an application form, CV and personal statement to wales-recruitment@open.ac.uk.

Applications received after the closing date will not be accepted.

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.

If you have any questions about the 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.