



**Birmingham
Newman
University**

Content Creation Officer

(Post Reference NU2326)

Salary Scale: £32,080 - £34,610 per annum

Vice-Chancellor

Professor Jackie Dunne



Birmingham Newman University is located on Genners Lane, Bartley Green, Birmingham, West Midlands, B32 3NT.

(HR – Template 16.01.26)

Birmingham Newman University

At Birmingham Newman University, we believe in the power of education to transform lives and in the potential of every individual. Our vision is to provide an inclusive and supportive environment where people are recognised, encouraged, and empowered to make a meaningful difference in their communities, industries, and the wider world.

Students, staff, and partners are more than just a number – they are recognised, encouraged, and empowered to create meaningful change. We believe that education is transformative, enabling students to see the world in new ways and to make a positive difference within it.

Building upon our Catholic heritage since 1968, Birmingham Newman has grown into a modern, inclusive university that welcomes people from all backgrounds and world views. Our values remain central to everything we do, serving as a foundation for a vibrant, diverse, and forward-looking academic community. We are proud of this heritage and continue to champion fairness, equality, and opportunity in everything we do.



We take pride in our diverse, friendly, and inclusive environment, where every student is valued, supported, and encouraged to achieve their goals. We put student success and wellbeing at the centre of everything we do, made possible by the expertise and professionalism of our dedicated staff community. Our future is shaped by a clear vision and a set of goals that reflect both our mission and our ambition, to be **the leading university in inclusive education for the graduate workforce of tomorrow**. At the heart of this is our commitment to **a values-driven, high-quality university education**.

Our focus on partnership with students and staff underpins everything we do, and this is reflected in national recognition of the quality of our student experience. We have recently been named The Times and Sunday Times University of the Year for Social Inclusion (2026), ranked 1st in England for Student Satisfaction in the Complete University Guide (2025), and named West Midlands University of the Year by WhatUni (2025). In the National Student Survey (2025) we also placed in the top ten in England for full-time student satisfaction for the second consecutive year.

We are proud to be among the top UK universities for widening participation, coming 6th in the HEPI Social Mobility Index (2024). Ninety-nine per cent of our students come from non-selective state schools, 72% are the first in their family to attend university, and over 45% come from Black, Asian, or minority ethnic backgrounds. This diversity is a strength of our community and central to our mission.

Over the past ten years our modern single-site campus, eight miles southwest of Birmingham city centre, has benefited from a significant programme of ongoing capital investment. We have built teaching, learning, and social spaces that are deliberately designed to support our community of staff and students to interact and learn together. Our portfolio of taught courses has also expanded in that time, reflecting our strategic goal of growing the university Birmingham Newman University Academic Registrar October 2025 in ways that meet pressing social and economic needs of our region. Our specialist teaching spaces in Nursing and Allied Health, Teaching, Psychology, Sport, Law, and Computing support learning that produces highly-skilled practitioners from diverse backgrounds.

Birmingham Newman University

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Birmingham Newman University is more than a place of study or work. It is a community rooted in care, respect, and ambition for our staff our students and the University as a whole; where staff and students work together making a difference not only in their own lives, but in their communities, professions, and the wider world.

Job Description

Job Title: Content Creation Officer

Grade: 6

Salary: £32,080 - £34,610 per annum

Hours: 37 per week

Department: Directorate of Student Recruitment

Reporting to: Head of Content and Communications

Purpose of Post:

Reporting to the Head of Content and Communications, the newly created post of Content Creation Officer will be responsible for producing dynamic, authentic, and audience-focused content across digital platforms to strengthen Birmingham Newman University's profile and engagement, primarily across digital platforms.

The outputs of this role will ensure the University's new website, CRM communications, and social media channels remain fresh, relevant, and aligned with institutional strategy.

1. Main Responsibilities

- Develop a library of student-centred multimedia content reflecting all aspects of university life, for use across all our communication channels.
- Work closely with senior colleagues within the Directorate of Student Recruitment, taking briefs and helping to improve personalisation in CRM, enquirer and applicant decision-making, and the representation of student voice.
- Build relationships with internal and external stakeholders to create innovative and engaging content for our social media channels, in line with their intended audiences.
- Create timely content for our recruitment communications, to be utilised across pre-entry conversion communications.
- Write scripts, captions and other text using our brand and messaging framework, tailored to appropriate audiences and prospective student personas.
- Act as an ambassador for the University at all times and to represent the University at events including Open Days.

- Showcase the Birmingham Newman community (students, staff and alumni) through people stories, 'list' content, news features, case studies, advice guides and event coverage.
- Support with the uploading of fresh, engaging, and regularly updated content the University website.
- Advise, enable and lead the student ambassadors to self-produce authentic, compelling content.
- Undertake any other duties commensurate with the grade and nature of the post.

Essential Skills & Qualifications

- Experience in content creation for digital platforms (web, social media, CRM).
- Strong writing, editing, and storytelling skills.
- Video and/or photography skills.
- Ability to manage multiple projects and meet deadlines.
- Familiarity with social media trends and analytics, and experience in posting content
- Strong interpersonal skills.
- Ability to innovate and generate creative ideas for digital communications.

Desirable Skills

- Experience in higher education marketing.
 - Knowledge of SEO best practices and CMS platforms.
 - Basic graphic design or video editing skills.
 - Knowledge of (or experience in using) professional photography or videography kit.
 - Confidence in recommending new ideas, approaches and technologies to colleagues.
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2. Health & Safety:

Under the Health & Safety at Work Act 1974 the post holder must take reasonable care of their own health and safety and that of any other person who may be affected by their acts or omissions. The post holder must also co-operate with the University on all matters concerning health and safety and not interfere with, or misuse, anything provided for the purpose of health, safety or welfare. The post holder must follow Health & Safety requirements in line with their training and instruction, and report to management any unsafe acts or conditions, defects in equipment or facilities that have the potential to affect health and safety. The post holder must report to management any injuries they receive whilst at work.

- Where post holders line manage staff and services they will be responsible for the health, safety and welfare of those staff and services in accordance with the University's Health & Safety Organisational Arrangements.

3. General Terms

- Variation to Job Description

This job description summarises the main duties and accountabilities of the post and is not exclusive. The post holder may be required to undertake other duties of a similar level of responsibility. It is anticipated that this job description will change over time in accordance with the needs of the role and the post holder will be consulted on any proposed amendments. Therefore, University reserves the right to vary the duties and responsibilities of its employees within the general conditions of employment and related matters. Thus, it must be appreciated that the duties and responsibilities outlined above may be altered as required to meet the changing needs of the service.

- It is a condition of employment that staff will not disclose any information obtained in the course of their duties other than to those entitled to receive it. The post holder must ensure that the confidentiality of personal data remains secure and that 'restricted information' or 'highly restricted information' to which they have access remains confidential during and after their employment at Birmingham Newman University. All staff must undergo appropriate data protection training as defined by the University's Data Protection Policy and comply with the University's Information Security Policy and IT User Policies including the General Conditions of use of Computing and Network Facilities, Bring Your Own Device Policy and Wireless Networking Policy.

- The University is committed to equality of opportunity. All staff are required to comply with current legislation, University policies and good practice guidance.

- All staff are required to act in a way that safeguards the health and wellbeing of children and vulnerable adults at all times. The post holder must be familiar with and adhere to appropriate safeguarding policies and guidance and participate in related mandatory/statutory training. Managers have a responsibility to ensure their team members understand their individual responsibilities with regard to safeguarding children and vulnerable adults.

- All staff are required to participate in the University appraisal process and should ensure they are familiar with the process, attend the mandatory training and plan time to prepare for their appraisal. Following the appraisal, staff are expected to undertake in any necessary learning and development and work towards the objectives that have been set.

- The University expects staff to attend any training designated as mandatory and to undertake learning and development activities to support their role.

- All absence from work must be reported in accordance with the University's Absence Management Policy and recorded on iTrent and staff are expected to be familiar with and follow the Policy.

The University acknowledges its responsibility to provide a safe, smoke free environment, to its employees, service users and visitors. It is the policy of the University not to allow smoking on University premises other than in specifically designated areas.

4. Person Specification

Criteria	Essential	Form of Assessment (*amend as applicable)	Desirable	Form of Assessment (*amend as applicable)
Educational Qualifications and Training	Educated to a degree level standard, or equivalent in Marketing, Communications, Journalism, or a related field.	Application	Additional professional qualifications in social media, platforms or web design.	Application
Relevant work experience and/or knowledge	Proven experience in creating content for digital platforms (web, social media, CRM). Demonstrated ability to manage multiple projects and meet deadlines. Experience in writing, editing, and storytelling for diverse audiences.	Application/ Interview	Previous experience in higher education marketing or student recruitment. Experience mentoring or coordinating student ambassadors or similar teams.	Application / Digital portfolio / Interview
Relevant and/or Specific skills required	Strong understanding of social media platforms and trends. Excellent written and verbal communication skills. Ability to produce engaging, audience-focused content. Competence in using content management systems (CMS).	Application/ Interview/ Test	Knowledge of SEO best practices. Familiarity with CRM systems and personalised communication strategies. Basic graphic design or video editing skills.	Application/ Digital portfolio / Interview

<p>Personal qualities and attributes</p>	<p>Use own initiative and meet deadlines without close supervision.</p> <p>Creative and proactive approach to content development.</p> <p>Strong attention to detail and commitment to quality.</p> <p>Ability to work collaboratively with colleagues and student ambassadors</p>	<p>Application/ interview/ test</p>	<p>Ability to adapt quickly to emerging trends and technologies.</p> <p>Understanding of audience personas, segmentation and behaviour.</p>	<p>Interview</p>
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General Terms & Conditions of Employment

This post is a full-time appointment, offered on a permanent basis. It will be remunerated on the single pay spine, at Grade 6 £32,080 - £34,610 per annum. The appointment is subject to meeting all pre-employment clearances and requirements of the Person Specification.

All new employees undergo a period of probation in accordance with the University Probationary Scheme and confirmation of employment is dependent on the satisfactory completion of that probationary period.

The standard hours of work are based on **37 hours** per week for Professional and Support Staff and 35 hours per week for Academic Staff. Your line manager will discuss with you the required working hours. The University holiday year runs from January to December for Professional and Support Staff and from September to August for Academic Staff. The post carries an entitlement to 35 working days (for a full time position, otherwise pro rata) of paid leave during the course of the holiday year (pro rata if the appointment is made during the holiday year), in addition to Statutory Bank Holidays. There may also be discretionary days and days when the University is closed on particular dates in the interests of efficiency.

Disclosure and Barring Service

It is a condition of employment that all relevant posts are vetted by the Disclosure & Barring Service (DBS) and if it applies to this appointment you will be required to undertake a DBS check. The University will pay the fee for this service. Any false declarations or any findings from the Disclosure could affect the suitability for employment.

Pension and Auto Enrolment

If you meet the criteria set out below, and are not already an active member of any of our pension schemes, the University is required to auto-enrol you into a suitable pension scheme.

The criteria for auto-enrolment is:

- Age - if you are 22 or over but no more than State Pension Age
- Earnings - a minimum of £10,000 per year
- Working in the UK

The pension schemes supported by Newman University are:

- <https://www.teacherspensions.co.uk> - Teachers' Pension Scheme for academic staff
- <http://aviva.co.uk> - Aviva Scheme for professional and support staff
- <http://www.nestpensions.org.uk> - National Employment Savings Trust, NEST for staff not eligible to join either of the above schemes

You will be auto-enrolled into the [National Employment Savings Trust](#) (NEST) unless you are an academic and eligible to contribute to TPS, or other member of professional and support staff employed on a substantive contract of employment, in which case you will be auto-enrolled into Aviva, our defined contributory scheme. You will receive a notice from the University Payroll Department telling you that you have been auto-enrolled and advising you of your options, including the right to opt out. Once you have been auto-enrolled, you will have an option to opt-out of the pension scheme and receive a refund of your first contribution. There is a time limit of one month in which to do this, and you will have to contact your pension scheme to make this happen; **the University is prohibited, by law, from helping you to opt-out.**

Staff Benefits

We offer a range of Staff Benefits including 35 days annual leave entitlement plus bank holidays (pro rata for part time posts), pension scheme, chaplaincy and spiritual care, library services, employee assistance programme, occupational health and counselling services and staff development opportunities. Further details of the full range of staff benefits available can be found on our website: (<https://www.newman.ac.uk/knowledge-base/staff-benefits/>)

Procedure for Application

Applications should preferably be submitted by e-mail (as opposed to post) on the University Application Form and should be completed in typescript wherever possible. We only accept a CV as a supplementary part of the application process. Considerable emphasis is placed in the shortlisting process on how candidates demonstrate in their application that they possess the qualifications, experience, skills and qualities which are required for the post. Application forms should therefore refer explicitly to how you meet the essential and desirable criteria for the post you are applying for.

The University is an Equal Opportunity Employer and we operate the Disability Confident Employer Standard which amongst other things guarantees an interview to disabled applicants who meet the essential criteria of the job specification.

Two referees should be identified who must be people who can comment authoritatively on you as a person and as an employee in relation to the level of the post, and must include your current or most recent employer or their representative. You must disclose whether you are related to any employee of the University, or to any member of the Council. Canvassing for appointment disqualifies you from being selected for interview or being appointed to the post in question.

Should you be selected for interview please be aware that we are unable to reimburse interview expenses. If you have not heard from us within four weeks of the advertised closing date, please assume that you have not been shortlisted.

Closing date for applications: 20.05.2026

Interview date: 09.06.2026

Privacy Notice

Birmingham Newman University collects and processes your personal data in order to take steps at your request prior to entering into a contract and so that it can meet its statutory and legal obligations. For further information about how Birmingham Newman University processes and protects personal data please refer to [Policies and procedures - Birmingham Newman University](#)