

# LIPA

THE LIVERPOOL INSTITUTE  
FOR PERFORMING ARTS

## Job Description

<b>Job Title</b>	Digital Content & Engagement Officer
<b>Salary Scale</b>	LIPA Scale 5/6
<b>Responsible To</b>	Head of Marketing & Communications
<b>Responsible For</b>	None
<b>Number in Post</b>	1
<b>Date Drafted</b>	June 2025

### Job Purpose

The Digital Content & Engagement Officer is responsible for planning, creating, and curating engaging digital content that enhances LIPA's online presence. Working collaboratively with the Marketing & Communications team, you will ensure that our content aligns with strategic goals, engages key audiences and showcases the creativity and achievements of our community. This role involves both hands-on content creation and strategic oversight of digital channels (including web and socials), requiring a proactive, data-driven and creative approach.

You will play a key role in shaping and executing LIPA's digital content strategy, working closely with the Head of Marketing & Communications to set priorities, analyse performance and innovate in our online engagement. This role is perfect for a digital content storyteller with a passion for delivering creative and impactful digital experiences with a global reach.

### Major Tasks

1. Content production & storytelling
2. Social media management & community engagement
3. Website management

4. Digital marketing & student recruitment campaigns
5. Strategy development
6. Digital systems and assets

## **Job Activities**

### **Major Task 1: Content production & storytelling**

1. Capture, edit, and publish engaging content across web, social media and digital channels tailored for a diverse audience including current and prospective students, staff, alumni, and wider stakeholders
2. Proactively identify and produce compelling stories that highlight the LIPA experience in an innovative, creative and shareable way
3. Design digital assets and templates to maintain a consistent identity across platforms
4. Manage a content calendar in collaboration with the Marketing & Communications team.

### **Major Task 2: Social media management & community engagement**

1. Manage LIPA's flagship social channels (TikTok, Instagram, LinkedIn and YouTube) developing platform-specific strategies
2. Define and track KPIs (engagement rates, reach, follower growth, conversions) and use insights to optimise content strategy
3. Actively engage with online audiences by responding to comments, fostering conversations and implementing strategies to grow vibrant digital communities
4. Provide creative leadership to our Student Digital Ambassadors, including onboarding them, creating design briefs and providing continuous feedback.

### **Major Task 3: Website management**

1. Maintain and update website content via our CMS (Umbraco), ensuring brand consistency, accessibility, and SEO best practices
2. Work with IT and external developers where relevant to scope out and implement technical enhancements
3. Work with the rest of the Marketing & Communications team to keep key content areas of the website accurate, fresh and dynamic by producing and commissioning new text, imagery, video and innovative digital content
4. Monitor website performance, and generate regular reports on traffic, engagement and user behaviour

5. Provide training, support and guidelines to colleagues to enable them to produce effective web content.

#### **Major Task 4: Digital marketing & student recruitment campaigns**

1. Support the rest of the Marketing & Communications team to deliver organic and paid-for digital campaigns
2. Support the analysis of digital campaign performance, providing recommendations for optimisation
3. Coordinate email marketing efforts, including copywriting, campaign creation, segmentation and reporting, making use of our CRM system.

#### **Major Task 5: Strategy development**

1. Work with the Head of Marketing & Communications to develop, refine and evaluate LIPA's digital content strategy
2. Develop regular performance reports for leadership, tracking key metrics to support executive decision-making about content and campaign optimisation
3. Monitor competitor activity and emerging digital trends, recommending innovations to build a sector-leading digital presence.

#### **Major Task 6: Digital systems and assets**

1. Manage LIPA's digital assets library, ensuring appropriate access for stakeholders
2. Assist in managing LIPA's Azorus CRM, supporting data segmentation and email automation workflows while ensuring compliance with data protection regulations
3. Support the commissioning and managing of new photography and videography for the purposes of marketing and student recruitment.

#### **Major Task 7: General team responsibilities**

1. Maintain brand assets for LIPA and ensure relevant stakeholders are equipped to confidently use the brand
2. Support the operational delivery of Open Days and other major recruitment events which may require travel nationally and internationally and occasional evening/weekend work, with time off in lieu
3. Attend some performances and events LIPA organises, which may require occasional evening/weekend work, with time off in lieu.

#### **Major Task 8: Other Duties**

1. Work flexibly including contributing to work projects of a general nature and providing cover for other staff.
2. Participate in staff appraisals and training programmes as required.
3. Carry out duties at all times with due regard to Data Protection/confidentiality, Equality, Diversity and Inclusion Health and Safety and other policies as agreed and revised from time to time.

#### **Notes:**

This job description will be reviewed annually as part of the appraisal process and may be varied in the light of LIPA's changing business needs. The job description sets out the main duties of the post at the date it was drafted. Such duties may vary from time to time without changing the general character of the post or the level of responsibility entailed.

#### **Location:**

The job is initially located on our main site. However, it may be that from time to time the post holder will be required to work on different duties, or in any other jobs, within their competence, such jobs being in their present or any other location as may be deemed appropriate. In all cases regard will be paid to the qualifications, experience, current duties and responsibilities and personal circumstances of the post holder.

#### **Hours:**

37.5 hours per week, full time

## Person Specification – Digital Content & Engagement Officer

		To be identified by:
<b>Education and Qualifications:</b>		
A degree or equivalent professional qualification/experience in digital marketing, social media, communications, humanities, or a related field	Essential	Application Form / Certificates
<b>Experience / Knowledge:</b>		
Experience in planning and producing content for digital channels, including web and social media	Essential	Application form / Interview
Proven experience managing social media platforms in a professional capacity, including content planning, publishing, engagement, and evaluation	Essential	Application form / Interview
Experience of using analytical tools and metrics to inform and support future content plans	Essential	Application form
Experience with basic graphic design tools (e.g. Canva, Adobe suite) to create engaging visuals for digital platforms	Essential	Application form
Proven experience managing website content, including using a Content Management System (CMS) to update content, and knowledge of SEO best practices	Essential	Application form
Knowledge of writing and designing for digital audiences, with an ability to adapt tone and style for different platforms and purposes	Essential	Application form / Task
Knowledge of video editing and creation, including producing simple animations and captions	Essential	Application form
Experience managing paid-for digital advertising campaigns	Desirable	Application form
Experience of supervising staff or freelancers on specific projects and activities	Desirable	Application form

Experience working in higher education and/or the creative industries and performing arts	Desirable	Application form
Knowledge of CRM systems, data segmentation and email automation	Desirable	Application form
<b>Skills and Ability:</b>		
Strong copywriting and editing skills, with excellent attention to detail	Essential	Application form / Task
Excellent IT skills, including a high level of competency in the use of Microsoft Office applications and data manipulation	Essential	Application form
Confidence in engaging with online audiences and fostering meaningful conversations	Essential	Application form / Interview
A strong eye for digital design and meticulous attention to detail, with a high degree of accuracy	Essential	Interview / Task
A results-driven and competitive mindset, with a proactive approach to securing strong campaign outcomes in a fast-paced environment	Essential	Application form / Interview
Strong organisational and project management skills, with the ability to manage multiple deadlines and priorities	Essential	Application form / Interview
Confidence in dealing with a range of people, individually and in groups, positively and effectively at all levels	Essential	Application form / Interview
Ability to persuade and negotiate	Essential	Interview
Ability to work as a supportive and proactive team member, as well as on own initiative with limited supervision	Essential	Interview
Ability to guide and support student content creators, providing constructive feedback and creative direction	Desirable	Interview
<b>Commitment:</b>		
To LIPA's Equality and Diversity policies and practice.	Essential	Interview

Enthusiasm and flexibility in their role with a 'can do' attitude.	Essential	Interview
Willingness to work flexibly, to travel when necessary and undertake appropriate training	Essential	Interview